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ABSTRACT

Using data gathered from a survey of adult residents living in Davis County, Utah, this study was intended to determine the relationship between the use and nonuse of the county library, and the residents' perception of its print and cultural services. Related surveys taken in connection with library use, profiles of users and nonusers, respondents' awareness of library services, and respondents' use of non-library information sources are considered. Statistics illustrating the relationship between awareness and library use derived from a t-test and an inferential probability test reveal that both user and nonuser would take advantage of more library services if they were aware of them. Sources consulted are listed, and appendices provide a map of the region studied, the formula for randomization correlation of name extraction, the questions asked in the survey, the list of possible answer choices mailed with the questionnaire, a copy of the introductory letter, the formula for the inferential statistical test, and the frequencies generated by the questionnaire. (FM)

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THE RELATIONSHIP BETWEEN AWARENESS OF THE DAVIS COUNTY LIBRARIES AND THEIR USE AND NONUSE

by

Sarah Beth Barnes Galloway

A Research Paper

Submitted to The

School of Library and Information Sciences

Brigham Young University

Provo, Utah

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PREFACE

The public library is authorized by law, funded from taxes, and administered for the benefit of all the citizens on the basis of equal access for everyone. Believing that many are not aware of what the library has to offer, I wanted to research this problem and develop a base for future action at the Davis County Library System where I am employed.

Appreciation is expressed to personnel of the Davis County Library: the Library Board, the Director, and staff members and friends who supported, helped and encouraged me.

Thanks is extended to the Library and Information Sciences' faculty who have given their time, counsel and encouragement freely and whenever needed. Special thanks is given to Dr. Nathan Smith, who opened up the world of research and its intrigue to me; to Dr. Keith Stirling who expanded this world by helping me become aware of the magnitude of the computer and with many hours of help in preparing my input data for the maximum use of the SPSS program; to Dr. Dorothy Shields and Dr. Merle Lamson, my instructors, for helping me to find my way through the maze.

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Chapter 1

THE PROBLEM

Introduction to the Problem

If the library is to be a living, growing, and changing force in any community, it must remain sensitive to the character and needs of the community it serves. Goals and objectives, if clearly established, must be based on a thorough knowledge of the community. Wants and needs must be determined if programs and services are to be planned and developed to meet these needs. To achieve this understanding of a community requires that community study and analysis be an ongoing management activity.[1]

Ruth Warncke, Deputy Director of American Library Association, in her keynote address to the 1973 Utah Library Association Convention challenged librarians to consider the goal of total community service. To Warncke total community service meant that every person in the community could have the library service he wanted and needed when and where he wanted it. This has not been a reality, but it is a possibility. Achieving this goal would depend on wisdom, continuity and commitment. Librarians would be wise to know where they are and what they have to work with before starting to work toward any goal.[2]

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[1]Larry Earl Bone, "Introduction," Library Trends, 24 (January, 1976), 430.

[2]Ruth Warncke, "Total Community Library Service: The Impos-

Before goals are set information needs to be available about the library patron and the potential library patron. Keith Doms, Director Carnegie Library of Fittsburgh in Pennsylvania, suggested a few random questions which dealt with the user and the nonuser:

> With whom do libraries compete in the information field? What kind of patrons need what kind of material? . . . Why do some people feel they do not need to use libraries? Why do others feel that they do not have the time? Some of these problems have been rehashed many times, and yet concerning these areas little has been ascertained in the way of really valid results or conclusions.[3]

Library nonuse, especially that which cannot be attributed to deficiencies in the library's facilities or services, is of concern to many librarians. Davis County with an estimated population of 120,000 as of July 1, 1976,[4] had 2?,096 total borrower's cards in force as of December 31, 1976.[5] This meant that only 20 percent of the population had a library card. No records were kept of those who used some of the services and facilities of the library and yet did not have a borrower's card. Nor were there any statistics available to determine how many of those who did have borrower's cards had not used the library during the past year.

Community residents sometimes say, "I didn't know that was available at the library." For those public librarians whose goal is to serve their community to the fullest extent, this presents a seri-

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sible Dream," Utah Libraries, 16 (Spring, 1973), 12.

[3]Keith Doms, "Needed: A Fuller Knowledge of the User and the Nonuser," Wilson Library Bulletin, 41 (May, 1967), 931.

[4]John E. Brockert, chairman, "1976 Population Estimates for Utah," Utah Economic and Business Review, 36 (November, 1976), 5.

[5]Davis County Library, "Annual Report, 1976" (Farmington, Utah: Davis County Library, 1976), (Mimeographed.)

ous challenge. The library literature available on surveys taken in connection with library use indicated that promotion of the library is worthy of great consideration. But promotion depends on planning and goal setting based on community needs and attitudes. This requires an understanding of users and nonusers and why they do or do not use the library. It also requires information on how and from what sources people become informed about community services. This study grew out of the need to have this information available.

Overview of Davis County Library System. The Davis County Library System began on January 1, 1948. At the time of the study the system was composed of three libraries. Headquarters, built in 1964, is located in Farmington. It serves as the administrative center of the system as well as housing the Processing Center. The collection of 66,447 volumes emphasizes reference and in-depth materials to support the regional branches. South Branch, built in 1969, is located in Bountiful. Its 32,391 volumes serve as a general reference and literature collection with emphasis on the current and popular. North Branch, built in 1975, is located in Clearfield. It has approximately the same services as South Branch with 35,198 volumes.[6] The general Library objectives are:

> The Davis County Library offers free service on equal terms to all residents of Davis County, both adults and children. The major objective of the Library is the stimulation of

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[6]Jeanne Layton, "Welcome to the Davis County Library" (Farmington, Utah: Davis County Library, 1976), p. 3. (mimeographed.) Size of collection figures were updated, August 1, 1977 by the bookkeeping department.

learning, concern and understanding.[7]

Materials available to patrons include books, filmstrips, magazines, maps, recordings, pictures, pamphlets and newspapers. Daily deliveries between the libraries facilitate communication and exchange of materials throughout the system. Regularly scheduled programs (films, lectures, etc.) are held on Monday evenings in both branches. Art exhibits, children's story hours, interlibrary loan, coin-operated photo copying and meeting rooms available for community use are notable services of the system. Davis County covers 630 square miles and is the smallest of Utah's counties. (See Appendix A for map).

Statement of the Problem

Among Davis County residents, what is the relationship between awareness of the Davis County Public Library System and use and nonuse of it? Further, from what sources did residents become aware of the services and facilities of the Library?

The first subproblem. The first subproblem was to identify the users and nonusers of the Library.

The second subproblem. The second subproblem was to determine how users and nonusers perceive the Library. Did they perceive it as a source for print material or multimedia or as a cultural center?

The third subproblem. Not only did this study propose to identify the user and the nonuser and their perception of the Davis

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[7]Davis County Library Board, "Selection Policies of the Davis County Library" (Farmington, Utah: Davis County Library, 1973), p. 2. (Mimeographed.)

County Library System, but to explore the probable relationship of the perception of the services of a library to the possible use of that library. To do this the study identified the following:

1. The current patterns of library use.

2. The services the user and nonuser indicated they would use if the library had them available which the Davis County Library did have at that time.

3. The changes in the services that the user and nonuser felt would increase their use of the library.

4. The factors other than increased services, if any, which would be instrumental in increasing the use of the library.

5. The purpose for use of the library.

The fourth subproblem. An attempt was made to identify the source from which residents learn about services and events in the County. The frequency and extent of these sources was sought.

The Definition of Terms

User. The library user, who will be referred to as just user, was a resident of Davis County who used any of the services or facilities of the Davis County Library on a daily basis, to a minimum of one time per year. The user also included those who used another type of library or another public library.

Nonuser. The library nonuser, who will be referred to as just nonuser, was any resident of Davis County who had not used the facilities or services of the Library during the last year, nor had they used any other type of library or any other public library.

Awareness. For purposes of this study awareness was used as a broad term to refer to the probable perception and understanding which a user or nonuser had of a library and its functions and purpose.

Perception. Perception was established from the indicated use and nonuse of listed services that were provided by many libraries.

Delimitations of the Problem

This study was limited to a random sample of dwellings within the boundaries of Davis County. The questionnaire was administered to a head of each selected household.

No attempt was made to include persons living in motels, correctional institutions, rest homes or hospitals. No attempt was made to evaluate any non-resident using the Library. No attempt was made to evaluate any library except the Davis County Library System.

Hypotheses

1. There is no significant difference in the concept of the Library by the user and the nonuser.

2. There is no significant difference in the indicated use of the library's services by users or nonusers whether they are aware of these services or not.

Chapter 2

REVIEW OF THE RELATED LITERATURE

The Purpose and Value of User and Nonuser Studies

Most studies which have been made in relation to library use and nonuse have presented a profile of the "typical" patron and the "typical" library. Bernard Berelson, Dean of the Graduate Library School of the University of Chicago, pointed out in his study many characteristics of the library patron. "The young use the library more than the old, the better educated more than the lesser educated, and women a little more than, and differently from men."[1] Charles Evans, Associate Professor, Department of Library Science, University of Mississippi commented on Berelson's study and classified it as " . . . the landmark work in this field, and should be a starting point for every community analyst."[2]

In more recent surveys the scope of information gathered and studied has broadened. Not only has the who, what, when, and where of library use been studied, but " . . . a smaller number of studies have probed the way libraries are used, and with what success."[3]

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[1]Bernard Berelson, The Library's Public (New York: Columbia University Press, 1949), p. 49.

[2]Charles Evans, "A History of Community Analysis in American Librarianship," Library Trends, 24 (January, 1976), 451.

[3]Lowell Martin, "User Studies and Library Planning," Library Trends, 24 (January, 1976), 484.

In 1970, an extensive study on the attitudes of patrons toward six elements of the library was conducted by Evans. These elements were the library staff, collection, building, regulations and procedures, the utility of the library and the knowledge of the library. He felt the need to do more than just develop a profile of the user or non-user.[4] Evans focused his study on the attitudes of the middle class toward the library:

> Non-library-users may differ from users in their attitudes toward the library. If so, it may be possible to broaden library use by changing their attitudes. (Publicity designed to inform or educate the public, or to improve the "library image," might be a means of effecting such a change.) On the other hand, if the attitudes of users and nonusers are substantially the same a campaign to improve library attitudes could not be expected to result in a significant increase in the percentage of library users. Hence, it is important to learn whether or not the attitudes of library users do differ significantly from those of nonusers.
>
> It might seem reasonable to assume that attitudes of library users are more favorable to libraries than attitudes of nonusers, but we can't afford to make such an assumption.[5]

Even a broader scope was suggested by Morris Hamburg, Professor, University of Pennsylvania. He was the director of a project carried out at the Wharton School. The project dealt with the development of statistical information systems for university and large public libraries. Hamburg proposed the "ideal" evaluation as being able to measure the effect the library has on the objectives of society. How much influence does the library have on the scientific discovery? How much information was acquired at the library by the informed voter? How often does the businessman use the library to facilitate his busi-

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[4]Charles Evans, Middle Class Attitudes and Public Library Use (Littleton, Colorado: Libraries Unlimited, 1970), p. 9.

[5]Evans, Middle Class Attitudes, p. 44.

ness procedures? This is an area that is coming to the forefront at the present time. As yet, however, there has been very little research in this area, nor has the field been identifiable to the point where it can be researched from a scientific approach.[6] Hamburg noted that in reality it is:

> . . . insurmountable to isolate library effects from those of other institutions.
>
> . . . A more reasonable approach is to focus on the interface between the library and its population of potential users. A possibility is to measure the library educational effects on knowledge, ability, creativity, motivation, and confidence.
>
> Not all library activity is designed to bring about immediate exposure. Some activity may be described as investment in future exposure, similar to business investment in capital expenditures, goodwill, and prepaid expenses. One example is . . . promoting the use of the library, which may result in converting nonusers to users.[7]

Foreign Studies Indicate Need

America was not the only place where struggle was being made with the problem of library use and nonuse. Maria Johnstone reported on a survey conducted at the Stanton Library in North Sydney, Australia. Her view was that congruence between the objectives of the library and the potential users was essential if potential users were to feel the need to use the library. If these potential users do not come to the library then the provision of library facilities and services will be wasted. Four questions were the basis of the study:

> . . . (1) who are the people who come to the public library?

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[6]Morris Hamburg and others, "Library Objectives and Performance Measures and Their Use in Decision Making," Library Quarterly, 42 (1972), 108.

[7]Hamburg, p. 111.

> (2) why do they come to the library? (3) who are the people who do not come to the public library? (4) why do they not come to the library?[8]

Johnstone concluded that a considerable amount of useful information about the reaction of the user can be obtained from a single library survey. The responses also highlighted the need to publicize and clearly define for the borrowers exactly what is available in the library.[9] These conclusions parallel conclusions made by Bone and Martin here in America.

W. A. J. Marsterson, Faculty Librarian, Business and Management Studies, Newcastle upon Tyne Polytechnic Library, analyzed three studies of public library users in England. He concluded:

> . . . the results of these and other user studies seldom come as a surprise to the librarian, they provide information which he ignores at his peril. In the short term they may confirm his decisions concerning deployment of resources by pinpointing peaks of activity, popular areas of stock and so on. In the longer term they indicate what sections of the community he is reaching and through what means and to what extent. With these results he can form goals and check effectiveness. By comparison with other libraries he can gain either courage or experience.[10]

Evaluating the Need for a Survey

Surveys may not always answer the question of how to handle needs or evaluate problems that librarians and libraries have. Therefore, it is important to make sure that every effort has been made to solve problems with existing data and that a professional opinion has

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[8]Maria A. Johnstone, "Public Library Users: Some Characteristics and Perceptions," The Australian Library Journal, 22 (October, 1973), 358.

[9]Johnstone, p. 362.

[10]W. A. J. Marsterson, "Users of Libraries: A Comparative Study," Journal of Librarianship, 6 (April, 1974), 64.

been used to arrive at solutions. Too often the director or the board have not been willing to accept the responsibility or make the effort needed to implement the right decision. Evans expressed caution to those who would conduct a study without researching what had been done in the field:

> Any community analysis should be preceded by study of the published reports of other analysts, because community study is far more costly in time, labor and money than those who have never attempted it might imagine. It is always desirable to minimize these costs by utilizing the work of other investigators as much as possible, to avoid the costs of duplicating their work and to avoid the repetition of their mistakes. Other studies may be used as models in the planning of a study, while their data and conclusions may supplement and validate its findings.[11]

Considering the number of library surveys which have been conducted and because of the cost in time, labor and money that is involved, some may question the value of another survey. Martin felt there was considerable evidence and opinion pointing to the importance and necessity of a survey of the area that each library serves. If the nature and the needs of the clientele are known, the library will be able to fulfill its function as a service institution more effectively.[12] Evans gave additional justification as he summarized his findings and discussed future needs for research:

> There is a need, then, for further research on attitudes and library use, to determine the degree to which this studys' conclusions are valid for other types of people, and at the same time to retest the basic validity of these conclusions for people of all types.[13]

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[11]Evans, History of Community Analysis, p. 451.

[12]Martin, "User Studies," p. 487.

[13]Evans, History of Community Analysis, p. 451.

Justification for Local Studies

In July, 1975, the Gallup Organization determined to conduct some research regarding the public's use of and attitudes toward libraries in the United States. A summary of the findings of this study was made by Lyle Eberhart, Administrator of the Wisconsin State Division for Libraries. He was concerned as much with planning for the library future as with current library use. The importance of the study as a predictive instrument to be interpreted by each individual and used as a tool for planning the future of their library was stressed.[14] In determining the amount of planning which could be done in correlation with the Gallup study in the United States, note that:

> The Gallup Organization has conducted two separate polls aimed at sizing up library use patterns in New Jersey and the nation. Interestingly, the findings of each study are strikingly different. According to Gallup, most Americans rely on libraries primarily for book borrowing; but Jerseyans frequent libraries more (65 percent compared with 40 percent). . . .[15]

Davis County Surveys

In connection with the admonition of the current literature, an extensive search was made to determine if there had ever been any library surveys in Davis County. The author found there had not been any questions relevant to the Davis County Library System included in any of the surveys conducted in the County.

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[14]Lyle W. Eberhart, "A Closer Look: Gallup Survey of American Adults Assesses the Role of Libraries in America," American Libraries, 7 (April, 1976), 209.

[15]LJ:News, "N. J. and Nat'l Library Use: Gallup Pegs Differences," Library Journal, 7 (April 15, 1976), 943.

Current Related Studies

The Gallup Organization survey has already been cited briefly. In this survey, personal at-home interviews were conducted on a national sample of 1,561 adult men and women, age 18 years and older. This survey was taken in July, 1975.

> One of the most significant findings of the study is the public's lack of awareness of the wide variety of library services available, particularly those related to media and information contained in computerized data bases. There is need for more aggressive programs of public information concerning services which libraries offer.[16]

In 1972, a study of the Salt Lake Central City Library System area was conducted. There were three sample groups from which information was gathered; persons interviewed personally within the libraries; library card holders selected randomly from library records were mailed a questionnaire; and nonusers selected randomly from the census tracts were interviewed personally.[17] Over one-fourth of the nonusers had no familiarity with the Library's activities. (See chart: Knowledge of Library Activities, page 14). Further, people who did not use the Library were reluctant to give specific reasons. The reason for their reluctance could have been related to their lack of awareness of the Library's services. (See chart: Reasons for not Using Library - Non-Users

Paul Jacobson, a former student in the Brigham Young University School of Library and Information Science, in the fall of 1976, conducted a survey of library use and nonuse factors of the Kearns Branch

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[16]Gallup Inc., The Role of Libraries in America (Frankfort: Kentucky Department of Library and Archives, 1976), p. 1.

[17]John F. Gisler, principal investigator, Salt Lake City Public Library User and Non-user Survey (Salt Lake City: University of Utah, 1974), p. 2.

Knowledge of Library Activities[18]

Reasons	Number	Percent
Children's Story Telling	80	42
Films	68	36
Art Displays	65	34
Music Listening	62	33
None	55	29
Poetry Reading	48	25
Seminars and Discussions	44	23

Reasons for Not Using Library: Non-Users[19]

Reasons	Number	Percent
Other	115	61
Materials not available	23	12
Don't enjoy reading	22	12
Inconvenient hours	18	10
Confusing arrangement	16	9
Parking unsuitable	11	6
Staff not helpful	7	4
Too noisy	3	2

[18]Gisler, p. 13. [19]Gisler, p. 14.

Library, Salt Lake County Library System. Three hundred questionnaires were distributed by the Girl Scouts. One hundred thirty-four were returned, giving a 40.2 percent response rate. In addition to formulating a profile of the respondent, questions were asked to identify the types of use made of the library, materials used, and general feelings about the library staff, and services.[20]

> Results of the questionnaires revealed some weaknesses in the collection, but strongly indicated that, generally, most patrons were satisfied with the staff and facilities at the library.
>
> It was also evident that the majority of those who only use the library several times a year were either students . . . or housewives . . . .
>
> . . . those respondents who indicated that they never use the library . . . suggested an attitude of apathy . . . .[21]

In January, 1977, a survey of reading patterns and library use in Orem, Utah, was undertaken by Susan Holmes, a former student in the Brigham Young University School of Library and Information Science. A random sample of 110 households was developed and each household was visited and a personal interview conducted. Ninety-five interviews were completed.[22] Her study did not go into depth concerning reasons for nonuse. However, the study did show the five most frequently given reasons for non-library use were: (1) Too busy, (2) Use other library, (3) Supply own books, (4) Do not care to read, (5) No transportation.[23]

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[20]Paul G. Jacobson, "A Survey and Analysis of Library Use and Nonuse Factors of the Kearns Branch Library, Salt Lake County Library System," (Unpublished Masters project, B.Y.U., 1976), p. 26.

[21]Jacobson, p. 27.

[22]Susan E. Holmes, "A Survey of Adult Reading Patterns and Library Use Patterns in Orem, Utah," (Unpublished Masters project, B.Y.U., 1977) p. 19

[23]Holmes, p. 26.

The Overall Picture

The overall picture depicted by the literature stressed the importance of authentic data as a basis for formulating library policies and services. The literature called for the need to determine a profile of the user and the nonuser as they seem to have separate differences. Stress has also been placed on the need to determine the attitudes of the user and the nonuser and to act upon this information through a public relations program.

Chapter 3

METHODOLOGY

The Telephone Survey

Whenever a researcher considers gathering information, the tool to use and the method of obtaining that information are serious questions that must be answered. For years it has been felt by many that the questionnaire sent by mail and the interview conducted in person were the best ways to gather information. Recently there has been more interest in the use of the telephone. It has two main advantages (1) speed and (2) low cost.[1] It does, however, present other problems which should be considered.

Quality of response. Theresa F. Rogers, Senior Research Associate at the Bureau of Applied Social Research, Columbia University, carried out a small carefully controlled field experiment which tested the effects of alternative interviewing strategies on the quality of responses and on field performance. The quality of response was measured by the respondents ability to answer complex items, willingness to provide personal information, response validity and consistency of information. The main items in the measure of field performance included the response rate, the length of the interview, and the number

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[1]Don A. Dillman, "Reducing Refusal Rates for Telephone Interviews," The Public Opinion Quarterly, 40 (Spring, 1976), 66.

on contacts required.

The experiment was a follow-up on initial interviews that were conducted in person in 1972, in New York City. The follow-up data were collected in 1974, part by telephone and part in person so the results could be evaluated. A stratified sample was selected. Randomization was used in determining whether personal or telephone interviews were used. The data suggested that:

> Those interviews in person are somewhat more likely to give socially desirable answers than those interviewed by telephone. However, item by item, differences by method are all small, and the chi-square test shows no statistical significance. . . . Items on familiarity with and assessment of neighborhood services and conditions show the telephone equal to the interview in person.[2]

The bias in telephone surveys. The problem of whether those having a telephone are representative of those having unlisted telephones is of concern in evaluating the bias that may be present in a telephone survey. James A. Brunner, Professor and Chairman of the Marketing Department and Allen Brunner, Associate Professor of Marketing, University of Toledo, conducted a study to see if unlisted subscribers were different. The chi-square test was used and the findings demonstrated that:

> . . . statistically significant differences do exist in several characteristics of households with listed and unlisted telephones. Thus one cannot assume that listed telephone subscribers are representative of all telephone subscribers. To ignore the differences which do exist may introduce bias which might be significant in

---

[2]Theresa F. Rogers, "Interviews by Telephone and in Person: Quality of Responses and Field Performance," The Public Opinion Quarterly, 40 (Spring, 1976), 51-53.

some research situations[3]

David A. Leuthold, Associate Professor of Political Science and Director of the Public Opinion Survey Unit, University of Missouri, Columbia, conducted a study to identify some of the biases that may be found in using a telephone directory as bases for a sample survey. His conclusions were:

> Such samples will exclude one-third or more of the blacks, the separated and divorced, and service workers, and one-fourth or more of the large city-dwellers.[4]

The Base for a Sample Population

A second area of concern and importance in obtaining valid results from a survey is selecting a sample population that has the approximate characteristics as the total population it represents. The base from which you select these names must be as inclusive as possible of the total population. In Davis County the following sources were evaluated:

Courthouse records. The Davis County courthouse did not have any listing of Davis County residents except as property tax payers. They were in the process of developing a map of the county showing all residences. This was only one-third completed.

Voting districts. The voting districts were in the process of

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[3]James A. Brunner and G. Allen Brunner, "Are Voluntarily Unlisted Telephone Subscribers Really Different?," Journal of Marketing Research, 8 (February, 1971), 124.

[4]David A. Leuthold and Raymond Scheele. "Patterns of Bias in Samples Based on Telephone Directories," The Public Opinion Quarterly, 35 (Summer, 1971), 254-55.

revision and not available for use at the time needed.

Census records. The census records of 1970 were available. In 1970 there was a population of 99,028.[5] In fall of 1976 there was an estimated population of 120,000[6] people in Davis County. Based on the average of 4.06[7] persons per household the following statistics show an area for a considerable bias. In 1970 there were 23,522 households. In 1976 this had increased to 29,556. This shows an increase of 6,034 (20 percent). Many of these new households would have been new residents in the county.

Polk City Directory. There are two Davis County telephone directories published locally by Carr Printing. The South Davis directory was published in November, 1976, and the North Davis Directory was published in August of 1977. There were approximately 32,500 telephone numbers in the two directories including residential and business numbers. They are updated by checking with Bell Telephone Phone Book and current reports and feedback from Welcome Wagon, and new move-ins reported from several city offices, banks and LDS seventies groups in the county.

In August of 1977, according to the Bell Telephone office, there were 25,126 household telephone lines in the Davis County area.

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[5]U. S. Bureau of the Census, 1970 Census of Population, General Population Characteristics: Utah (Washington, Government Printing Office, 1971), p. 46-81.

[6]Brockert, p. 5.

[7]U. S. Bureau of the Census, p. 46-81.

As previously stated there was an estimated 29,556 households in 1976. Thus, approximately 4,430 (15 percent) households at that time did not have a telephone.

The Bell Telephone office also stated that approximately 13 percent of their household lines were unlisted numbers. This would indicate an approximate 28 percent of the households would not be available as a base for selecting the random sample.

Sample base established. As there was no base available that did not have a notable amount of bias built in, the Davis County telephone directories were used to conduct a telephone survey.

The Questionnaire

A twenty-nine item questionnaire with open and closed questions was devised to ascertain the demographic characteristics of the respondent, identify the user and nonuser and define their awareness and how they became aware of general current events and the current services of the library. The questions asked by the Gallup Poll in their survey of libraries in 1975, were used as a model for the questions asked in this interview.[8] Many of the actual questions were used, others were paraphrased and some were deleted. Questions on public relations were formulated for this study because these areas were not included in the Gallup Poll.

Questions four through seven identify the user and nonuser and also determine if some other family member used the library besides the person responding. Questions eleven and twelve are the most strategic

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[8]Gallup, p. 65-72.

questions in the study. They identify the services being utilized and what would be utilized if they were available. They are the questions used for evaluating the user and nonuser awareness of the library. These questions were also used to test the null hypothesis that there is no difference in the concept of the library between the user and the nonuser. Questions eight through ten also aided in identifying how the user and the nonuser perceive the library. Questions one through three and sixteen through twenty-one identified the source from which residents learn about service and current events in the county. Respondents were also asked if they considered themselves a library user and if they currently had a library card. (For a complete description of the design of the questionnaire see Appendix C).

Questions established for computer evaluation. For comparative evaluation, the nonuser and user were established in several combinations. Frequency tables were generated to show response rates within each combination. The different combinations were:

1. Respondent did not use any library.
2. Respondent used only the Davis County Library.
3. Respondent did not use Davis County Library but did use some other library.
4. Respondent used the Davis County Library and some other library.
5. Respondent did not use any library nor did anyone in his family use the Davis County Library.
6. Respondent did not use the Davis County Library nor any other library but someone in his family did use the Davis County

library.

For purposes of statistical analysis the services in questions eleven and twelve were divided into two divisions and within this there were three general catagories. They were not individually listed in the contingency tables but were calculated only as a total in each catagory.

Table 1

Services of the Davis County Library Divided into Three Catagories: Print, Media, and Cultural

Categories	Services the Library has	Services the Library does not have
Print	Checking out books	Books for visually and physically handicapped
	Magazine and newspaper collections	Checking out paintings and posters
	Reference questions or research service	
	Answer questions over the telephone	
	Interlibrary loan service	
	Relax, browse, contemplate	
	As a place of study	
	Business and trade information	
Media	Checking out phonograph records	Checking out 16 mm films
	Checking out filmstrips	Music listening area
	Copy equipment	
Cultural	Storytime periods for children	
	Evening programs	Classes in basic skills
	Art exhibits	Bookclub groups
	Public meeting rooms	

The Questionnaire Pre-test

The questionnaire was pre-tested during the time period of

October twenty-fourth to November twenty-first. Twenty-five people were selected and introductory letters were sent to them. Contact was made by telephone with eighteen of them. By testing the questionnaire on this group of individuals the introductory statement and the questions were refined and made a more exact tool of measurement. The final form of the questionnaire was designed for the interview to take approximately ten minutes.

The Sample

Consistent with a confidence level of .90 and a reliability interval of ± 10 percent, a sample size of 100 was determined.

By using a statistical computer program for randomization four groups of numbers were generated. One group of 100 numbers and three groups of twenty-five numbers each. The purpose of this was to make sufficient names available to secure 100 completed questionnaires which was necessary to make the study valid. Three of these groups of numbers were used for a total of 150. One hundred and four questionnaires were completed.

These numbers were correlated with the names in the telephone book to obtain the resultant random sample. As there were two directories, the pages were numbered consecutively and were treated as one telephone book. The forumla for correlating the random numbers with the names in the telephone book is given in Appendix B.

The Collection Technique

A balanced sample. As the names were extracted, the address and phone number were also recorded. To evenly distribute the sex of the sample every other name recorded was male. This was easily determined

as the directories listed the name of both husband and wife. If there was only one name listed and sex could not be reasonably assumed, it was pre-determined to be assigned as male or female whichever it would have given if the name listed would have indicated two persons lived there.

Introductory letter. Don A. Dillman, Associate Professor, Department of Sociology, Washington State University, in describing his experiment with refusal rates for telephone interviews stated:

> The evidence clearly implies that a prior letter will improve response to telephone interviews but is less clear on which is the optimal type of letter. Examination of the trends suggests that the researcher may overdo attempts to provide positive incentives and inform respondents about the nature of the study. A letter that strikes a balance between giving information and creating a degree of curiosity appears best.[9]

An introductory letter and a list of items that were referred to in the interview were mailed to the sample population in four intervals; October eighteenth and twenty-fifth; November second and ninth. (See Appendix D and E.) Four days to a week after the letters were mailed contact by telephone was initiated. Follow-up telephone calls were made until all chosen respondents were contacted that had an operative telephone.

Telephone techniques. A survey of the literature dealing with telephone interview techniques revealed that very little has been researched in this area. There were two studies available that were incorporated into developing the language and format for the interview.

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[9]Dillman, p. 76.

Dillman in his study gave the following conclusions:

> Our efforts to reduce refusal rates to telephone interviews have focused in part on the introductory remarks of the interview. Past research suggests that these first moments are crucial, inasmuch as those who continue past this point are almost certain to complete the interview. However, our attempts to reduce refusal rates by manipulating the content of the introduction according to principles found successful with mail questionnaires produced no significant differences.[10]

Rogers, in her study, classified the interviewers into two styles, ". . . person-oriented and friendly ('warm') and . . . task-oriented and businesslike ('cool')."[11] The warm interviewers tended to be less successful than those rated cool. However, only one difference was statistically significant.

Based on this information and with a concern to obtain a high response rate and to control for bias the language and format was developed in a businesslike manner. This was evaluated, refined and practiced during the pre-test. The researcher stayed as close as possible to the language format developed with the questionnaire. (See Appendix C.)

Contacting the respondent. The decision was made to have the researcher personally make all the telephone calls. These were all made during a four week period from October twenty-fourth to November twenty-first. The initial telephone calls were made in the evening Monday through Thursday.[12]

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[10] Dillman, p. 77.

[11] Rogers, p. 63.

[12] Rogers, p. 61.

Response rate. Of the 150 respondents randomly assigned to be interviewed, 104 were actually completed. Of the 46 who were not contacted, 39 were ineligible (13 were business names, 17 had been disconnected, and 9 had been assigned to a different person). This reduced the target to 111, yielding a completion rate of 94 percent. The 6 percent missed either refused (5) or did not answer the telephone (2).

The Analysis

The results of the interviews were key-punched and verified. They were then tabulated by computer using the Statistical Package for the Social Sciences (SPSS). Frequency tables were generated to show the response rates with each question. Since much of the data were nominal, it was possible to use the crosstabs subprogram with the different variables and to check for significance. The expected value was computed to determine if any of the cells had an expected value of less than one or if no more than 20 percent of the cells had an expected value of below five.

Interval data were generated by grouping the services provided by the library into three categories; print, media, and cultural. The t-test subprogram was then generated to check for significance in these area.

A statistical test (see Appendix F) was applied by the researcher to determine the degree to which selected data could be inferred to the total population of the county. This was also used to determine whether to accept or reject the null hypothesis.

Nine other questions were generated for evaluation of the use of library services, use and probable use of print, media, and cultural services. (See questions thirty to forty-one in Appendix B for further description). Because of the desirability to evaluate the results of the questionnaire based on the differences of the user and the nonuser, the results of the interview were tabulated a second time with a separate print-out for the user and the nonuser.

Chapter 4

PROFILE OF USER AND NONUSER

Number of Users and Nonusers

One hundred and four residents of Davis County were interviewed. There were fifty-eight (56 percent) users and forty-six (44 percent) nonusers. A user was defined as a resident of Davis County who used not only the Davis County Library but any library. There were thirty-five (34 percent) who used only the Davis County Library, fourteen of those used the Davis County Library exclusively while twenty-one used some other library as well as the Davis County Library. An additional twelve of the respondents who used no library themselves had family members who did use the Davis County Library. This brings the total number of residents who have some member of the family using some library to seventy (67 percent). Table 2 and Figure 1, 2, and 3 illustrate further breakdown.

This compares favorably to the Gallup Poll conducted in 1976 which found nationally 40 percent of the population to be library users.[1]

Demographic Characteristics

Sex. Males represented forty-two (40 percent) and females fifty-eight (60 percent) of the sample. A greater percent of females

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[1] LJ:News, p. 943

were library users (60 percent) whereas only 46 percent of the nonusers were females. As the sex was predetermined by the researcher it did not represent randomization as do all the other questions asked. (Figure 4 illustrates further breakdown of sex).

Age. The greater percentage (47 percent) of the users were between twenty-five and forty with 20 percent between the age of forty-one and fifty-five. That accounts for 67 percent of the users. The greater percent of the nonusers were between the ages of forty-one and fifty-five (35 percent), with 28 percent between age twenty-five and forty.

There were less users (17 percent) in the fifty-six and older group than nonusers (33 percent). (See Figure 5 for further illustration).

Education. The majority of the library users (68 percent) and nonusers (78 percent) had graduated from high school and/or had some college education. There were no library users that had less than one year of high school. There were more nonusers (48 percent) than users (34 percent) who had some college education. However, there were more users (24 percent) who were college graduates than nonusers (7 percent). (See Figure 6 for further illustration).

Employment. There were more users (50 percent) employed than nonusers (46 percent) and more users (41 percent) than nonusers (37 percent) unemployed. Forty-one percent of the employed users were either employed in the professional (20 percent) or the management (24 percent) area. As the employed only represented 51 percent of the

users those two areas only represented 22 percent of the total users. Forty-five percent of the employed nonusers were either employed in the management (30 percent) or the clerical (26 percent) area. As the employed only represented 50 percent of the nonusers these two areas only represented 28 percent of the total nonusers. (See Figure 7 and 8 for further illustration).

Distance from the library. The greatest percent (59 percent) of the users and of the nonusers (65 percent) lived five miles or further from the library. An additional 28 percent of the users and 28 percent of the nonusers lived between one and five miles from the library.

There were 22 percent of the nonusers that lived within one-half mile of the library, while only 12 percent of the users lived in this radius. Only 6 percent of the nonusers did not know how far they lived from the library. This would be an indication that visability is not a significant reason for lack of library use. (See Figure 9 for further illustration).

Length of residence in Davis County. The greatest percent of the users (81 percent) and nonusers (96 percent) had lived in Davis County over five years. This points up a weakness that may be present in this study. This has already been acknowledged by the researcher as a possible bias due to using the telephone book as a base for the sample. (See Figure 10 for further illustration).

Other Identifying Characteristics of the User and Nonuser

Use of the three libraries in the county system. The library users indicated they either used or would use North Branch 41 percent and South Branch 41 percent of the time, while 18 percent indicated Headquarters. It should be remembered that of the fifty-eight library users only thirty-five of those indicated that they used the Davis County Library. Of those who were Davis County Library users 31 percent used the South Branch, 21 percent used the North Branch and 8 percent used Headquarters.

Of the nonusers 52 percent said they would use the South Branch and [illegible] percent said they would use the North Branch and 17 percent said they would use Headquarters. (See Figure 11 and 12 for further illustration).

Respondent's self-evaluation as a library user or nonuser. For the purpose of this study a library user must have used the library a minimum of once during the past year. The respondents were asked if they considered themselves as a library user and they evaluated themselves somewhat differently from what was established for this study. Eleven percent of the nonusers as identified by the study considered themselves to be users. Forty-one percent of the users as identified by the study did not consider themselves to be users.

Many of the respondents were apologetic about the fact that they did not use the library more than they did. This attitude may be one explanation why many respondents did not consider themselves as users. (See Figure 13).

Respondents who owned a Davis County Library Card. Of the users, 69 percent said they did not have a library card. Considering

the fact that 40 percent of the users did not use the Davis County Library, there was still 29 percent who used the Davis County Library who said they did not have a card. This could indicate that the respondent checked out materials on another family member's card or used the library for other purposes than to check out materials. Of the nonusers 17 percent indicated that they had a library card.

Of the total respondents 75 percent indicated they did not own a library card and 25 percent indicated that they did own a library card. At the time of the survey the names of the respondents were checked against the registration file of the library. According to that record 35 percent of the respondents did own a library card. An additional 14 percent had a family member who owned a library card. (See Figure 14 for further illustration).

Respondents Knowledge of Library Funding

The greater percentage of both users (31 percent) and nonusers (48 percent) did not know how the public library was funded. Forty percent of the users and 28 percent of the nonusers indicated either city, state or general taxes as the source of funding. Only 29 percent of the users and 26 percent of the nonusers indicated county taxes as the means of funding for the county public library. (See Figure 15 for further illustration).

Table 2

Library Use

Description	Percent	Number
Respondent used the Davis County Library or another library or both*	56	58
Respondent did not use any library*	44	46
Respondent used only some other library	22	23
Respondent used only the Davis County Library	13.5	14
Respondent used the Davis County Library	34	35
Respondent used both the Davis County Library and some other library	20	21
Some member of respondent's family used the Davis County Library even though the respondent did not use any library	12.5	13
Respondent did not use any library nor did any member of his family use the library	33	34

*These descriptions were the ones used for the User and the Nonuser in this study.

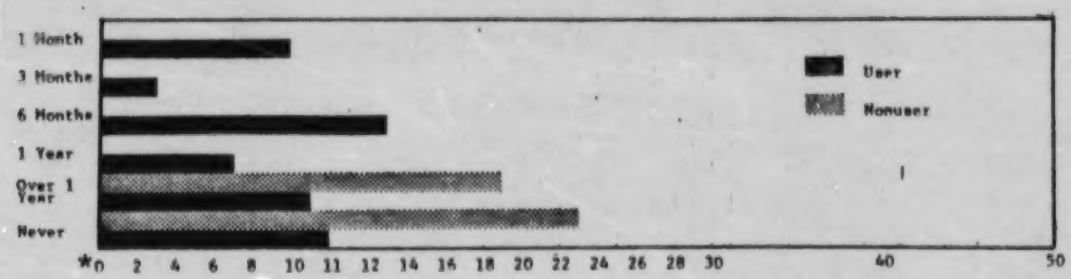

Figure 1

Davie County Library Use

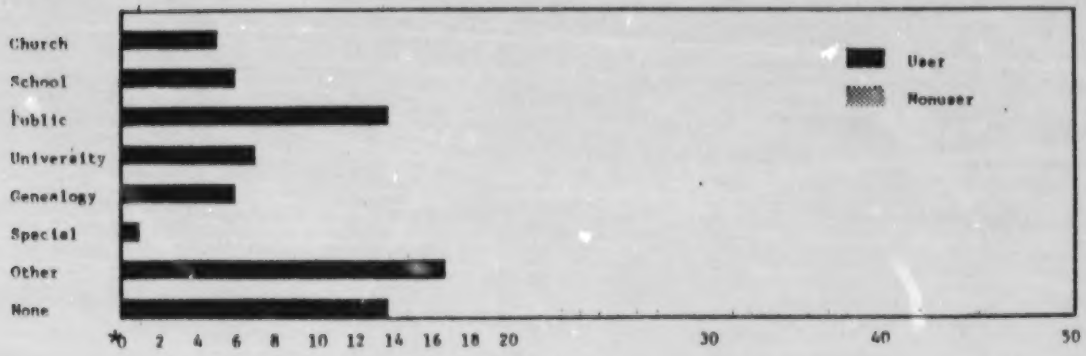

Figure 2

Use of Other Libraries

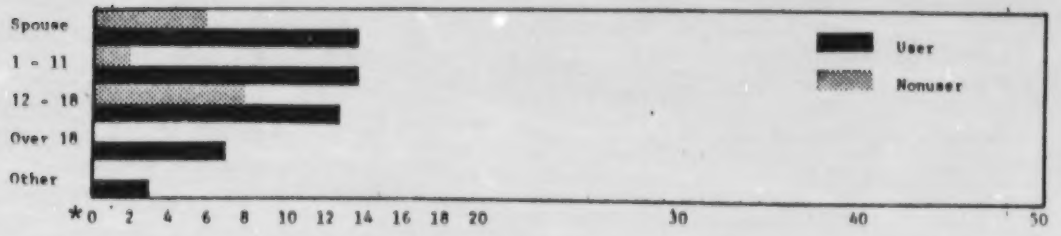

Figure 3

Davie County Library Family Use

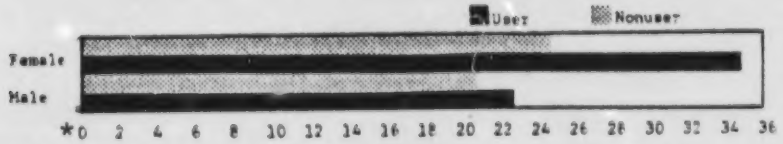

Figure 4

Respondents Sex

* Number of Respondents

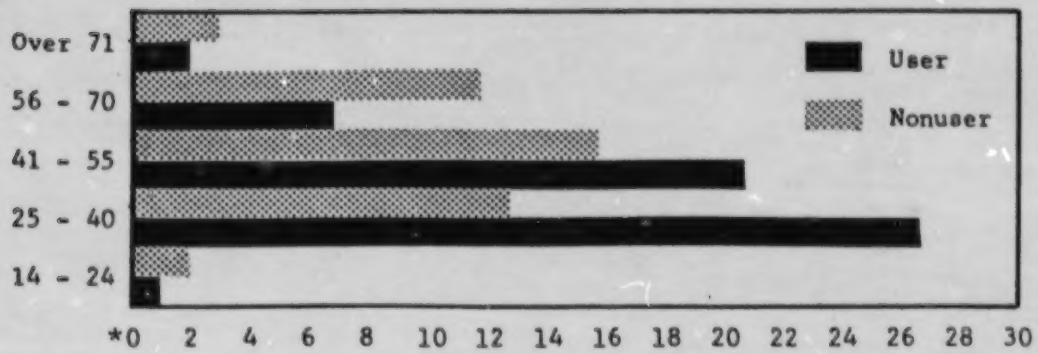

Figure 5

Respondents Age

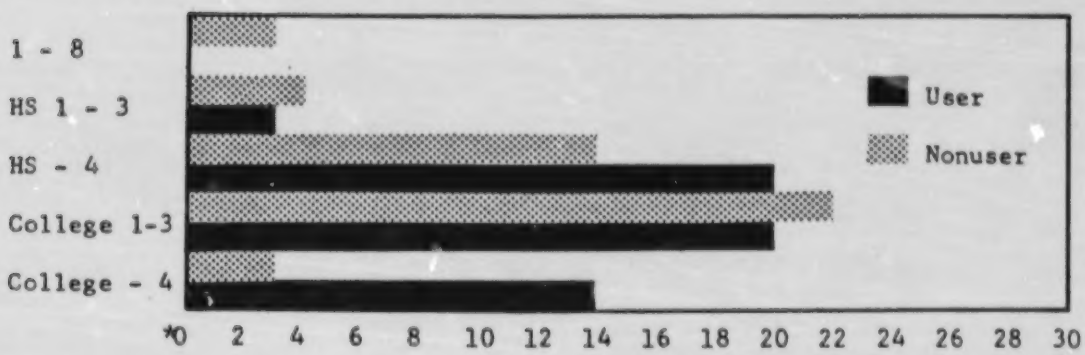

Figure 6

Respondents Education

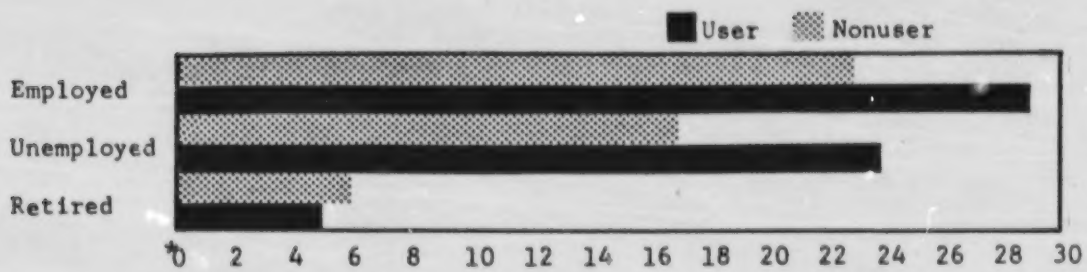

Figure 7

Respondents Employment Status

* Number of Respondents

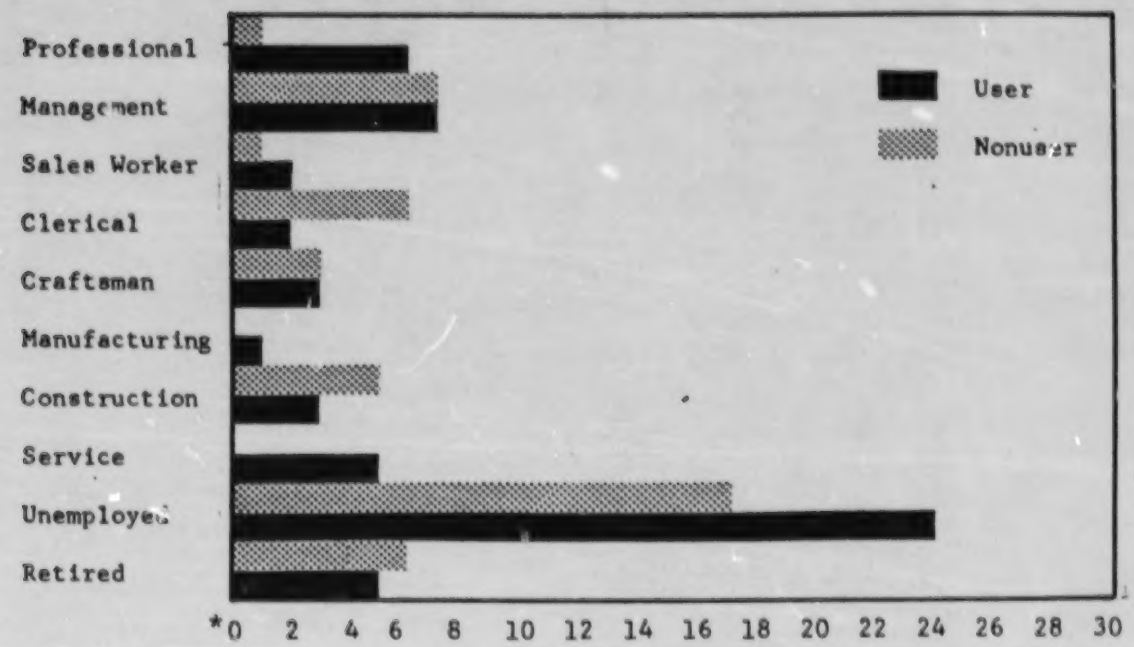

Figure 8

Type of Employment Indicated by Respondent

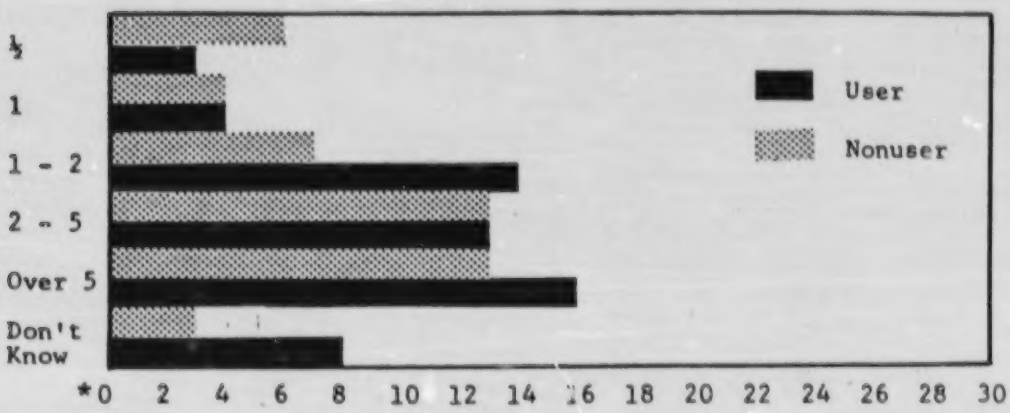

Figure 9

Distance Respondents Lived from the Davis County Library

* Number of Respondents

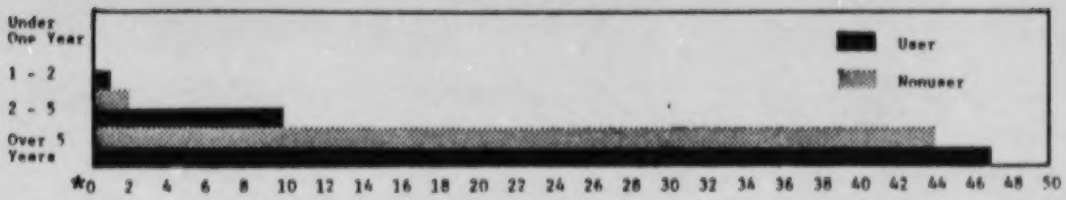

Figure 10

Respondents Length of Residence in Davis County

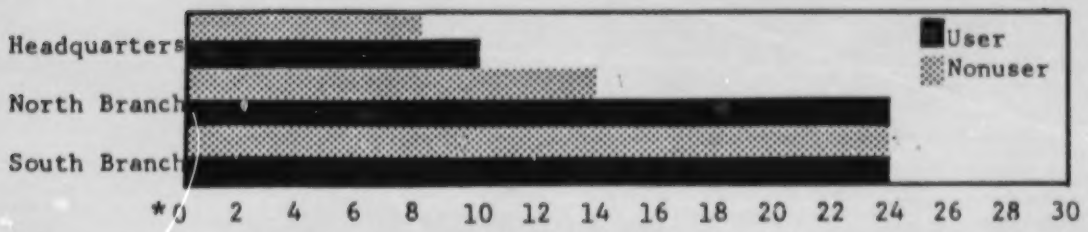

Figure 11

Respondents Library Use or Indicated Use
of the Individual Libraries in
the County System

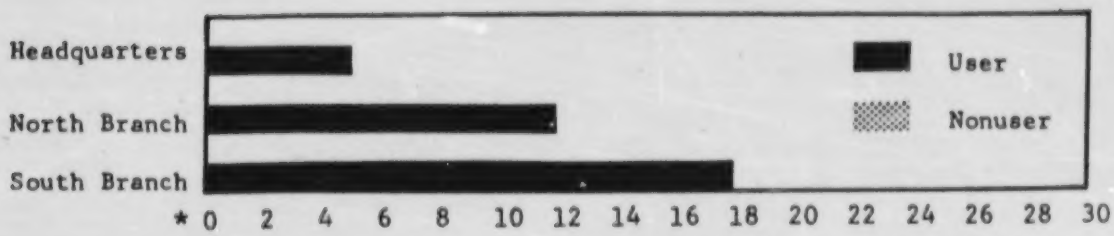

Figure 12

Use by Davis County Library User of the Individual
Libraries in the County System

*Number of Respondents

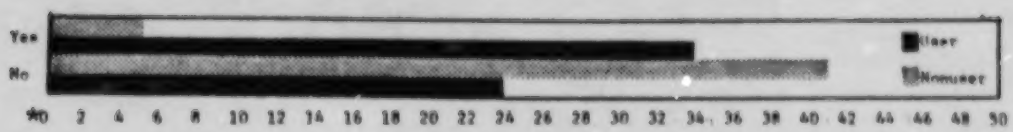

Figure 13

Respondents Who Considered Themselves Library Users

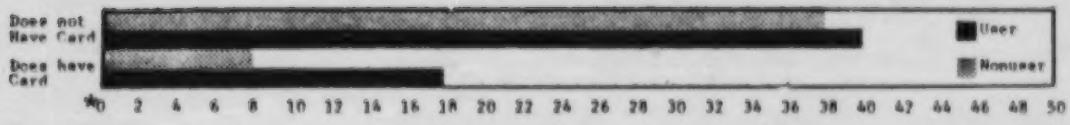

Figure 14

Davie County Library Card Holders

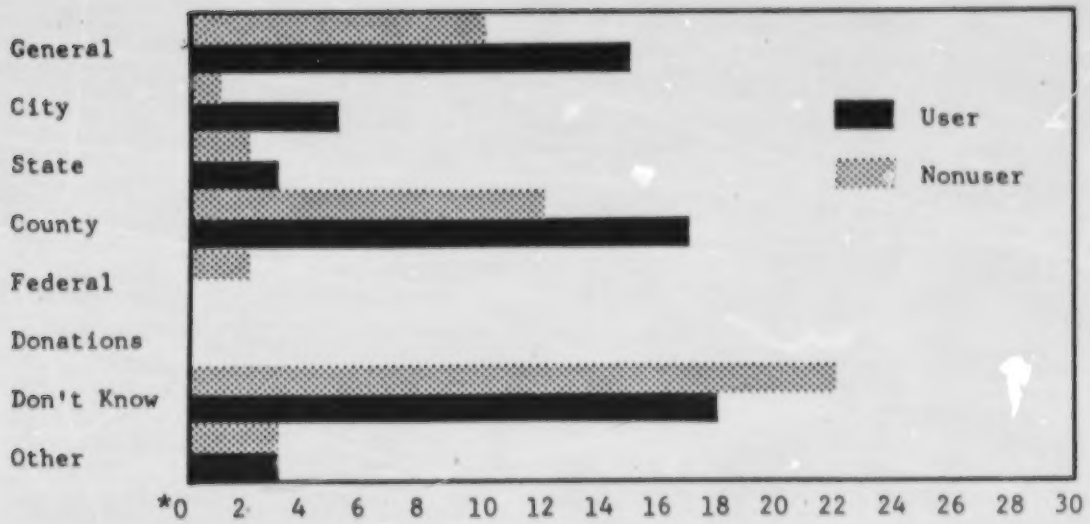

Figure 15

Respondents Awareness of
Library Funding

*Number of Respondents

Chapter 5

AWARENESS AND PERCEPTION OF LIBRARY SERVICES

Use and Awareness of Davis County Library Services

Use. The library user primarily uses the library for book borrowing (79 percent). The next most frequently used services were: a place to study (19 percent), use of the copy machine (19 percent), and use of periodicals (19 percent). Reference and research service followed next with 15 percent. Use of public meeting rooms, evening programs, and check out records were each used 10 percent. All other services were used by less than 7 percent of the users. (See Figure 16 for further illustration).

The number of services being used by a user was measured. The greatest number of users only used one (19 percent) or two (16 percent) of the services available at the library. There was only 1 percent that used ten or eleven of the services. (See Figure 19 and Table 3 for further illustration).

Awareness. The respondents indication of services that he would have used if available at the library that the library already had available followed the same trend for users and nonusers. The users indicated more possible use than the nonusers. The users greatest indication for use was filmstrips (38 percent), copy equipment (31 percent), answer questions over the telephone (22 percent), check

out records (22 percent), evening programs (22 percent), periodicals (22 percent), reference and research (22 percent), and art exhibits (21 percent). The nonusers greatest indication for use was reference and research (26 percent), evening programs (26 percent), copy equipment (24 percent), and art exhibits (21 percent). (See Figure 16 for further illustration).

The number of these services that one respondent would use was measured. The greatest number of users (19 percent) and nonusers (22 percent) would have used only one service. Twelve percent of the users and 13 percent of the nonusers would have used two services. There was only 24 percent of the users and 28 percent of the nonusers or an average of 26 percent of the total respondents who would not have used some of the services if they had known they were available. (See Figure 20 and Table 4 for further illustration).

Library perception. The overall trend indicated by these statistics suggested that the user viewed the library as a source for print needs (66 percent). If the user had known about the services that the library offered his use of the cultural services would have been equal to that of the print. The use of the media services would have almost doubled.

The statistics suggested that the nonuser would have utilized approximately 50 percent of the print, media, and cultural services that were available at the library if he had known about them. (See Table 5 for further illustration).

Reasons for Not Using the Library

The most common reason that users (47 percent) and nonusers

(35 percent) had not used the library was: no time, too busy. Other responses given by substantial numbers of users included hours open (22 percent), and distance from home (21 percent). The only other substantial response given by the nonusers was: not interested (15 percent). (See Figure 18 for further illustration).

Evaluation of the Library

Degree of satisfaction. The users of the library were generally satisfied. Fifty-nine percent said they were completely satisfied, 38 percent only partially satisfied, and only 3 percent were not satisfied at all. (See Table 6 for further illustration).

Items of dissatisfaction. The greatest reason for dissatisfaction reported by the users of the library was unavailability of materials (20 percent). Other reasons for dissatisfaction were not reported more than 3 percent of the time. (See Table 7 for further illustration).

Purpose for library use. Personal use was given as the main reason (91 percent) for library use. The other response given by a substantial number of users was job related (17 percent). (See Table 8 for further illustration).

Table 3

The Number of Patrons and the Number of Services They Utilized at the Davis County Library

Number of Services used	A*	B*	C*	Total Users
0	0	17	3	20
1	2	4	5	11
2	5	0	4	9
3	2	2	2	6
4	1	0	0	1
5	3	0	3	6
6	0	0	1	1
7	1	0	1	2
10	0	0	1	1
11	0	0	1	1
Total	14	23	21	58
Percent Total	24	40	36	

*A - Uses only the Davis County Library

*B - Uses other libraries but does not use the Davis County Library

*C - Uses the Davis County Library and other libraries also

Table 4

The Number of Respondents and the Number of Services They Indicated They Would Use if Available

Number of Services used	A*	B*	C*	Total Users	Total Nonusers
0	6	6	2	14	13
1	2	2	7	11	10
2	1	3	3	7	6
3	2	2	1	5	2
4	1	0	3	4	7
5	0	3	2	5	2
6	1	2	3	6	1
7	1	2	0	3	3
8	0	1	0	1	1
9	0	1	0	1	1
10	0	0	0	0	0
11	0	1	0	1	0
Total	14	23	21	58	46
Percent Total	23	40	36		

These services were available at the Davis County Library

*A - Uses only the Davis County Library

*B - Uses other libraries but does not use the Davis County Library

*C - Uses the Davis County Library and other libraries also

Table 5

A Compilation of the Use of Services
at the Davis County Library

Services	Print	Media	Cultural
Services Utilized by the User	66%	28%	21%
Services That User Would Use	78%	57%	76%
Services That Nonuser Would Use	57%	48%	51%

Table 6

Degree of Satisfaction with the Library

Level of Satisfaction	Number
Completely satisfied	20
Partially satisfied	13
Not satisfied at all	1

Table 7

Items that Users were Dissatisfied With

Items	Number
Books wanted checked out	1
Materials not available	7
Couldn't locate material	1
Material too elementary	1
Material out of date	1
Parking space unsuitable	1
Too noisy	1
Staff not willing to help or unfriendly	1
Staff too slow	1

Only the person who indicated he was a library user was asked the questions on these two tables. Therefore, they apply only to Davis County Library users.

Table 8

The Purpose* for Which the Respondent Used the Library

Purpose	Number
Personal	32
Job	6
School	1
Club	1
Other	7

Only the person who indicated he was a library user was asked the questions on these two tables. Therefore, they apply only to the Davis County Library users.

*Respondent could indicate more than one use.

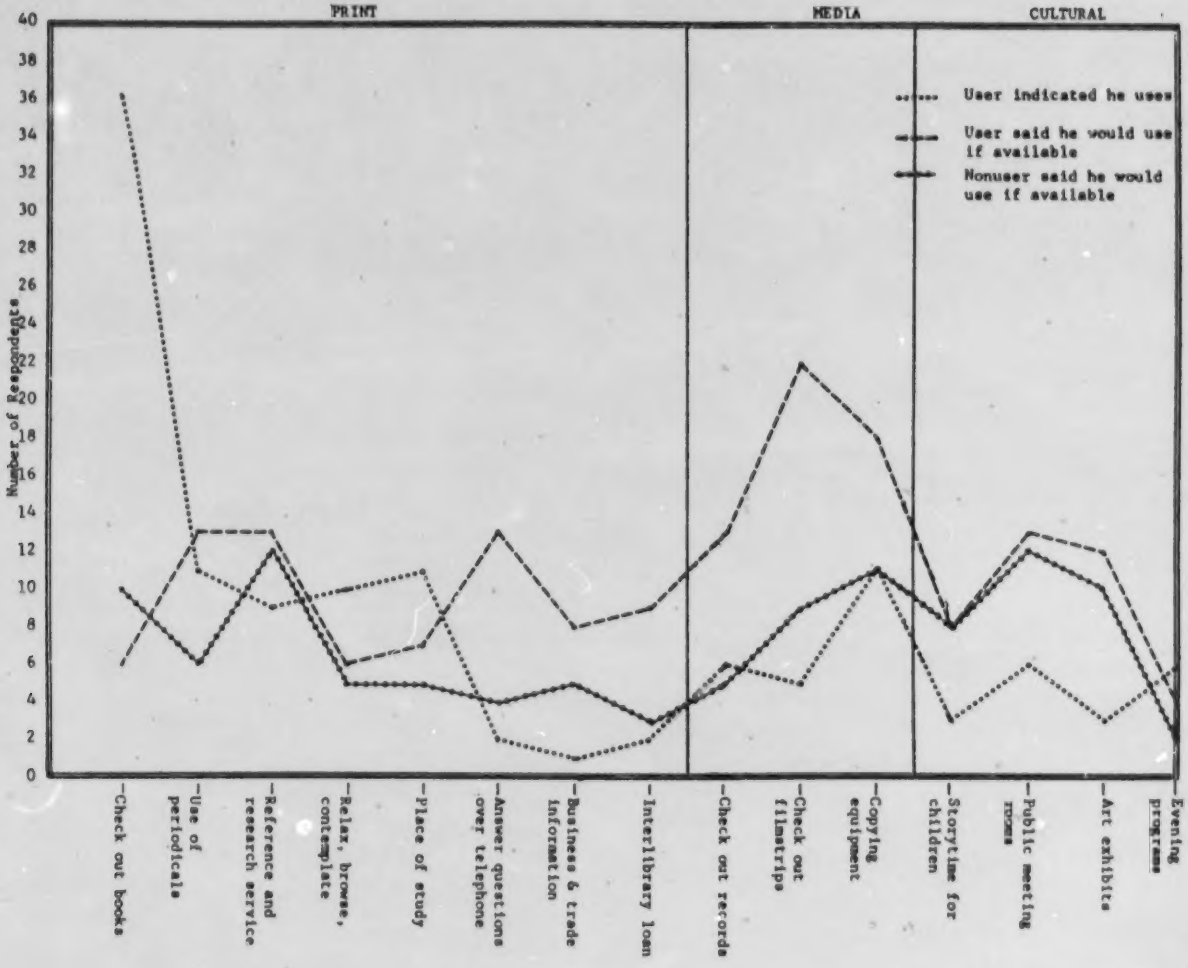

Figure 16

Services Available at the Library

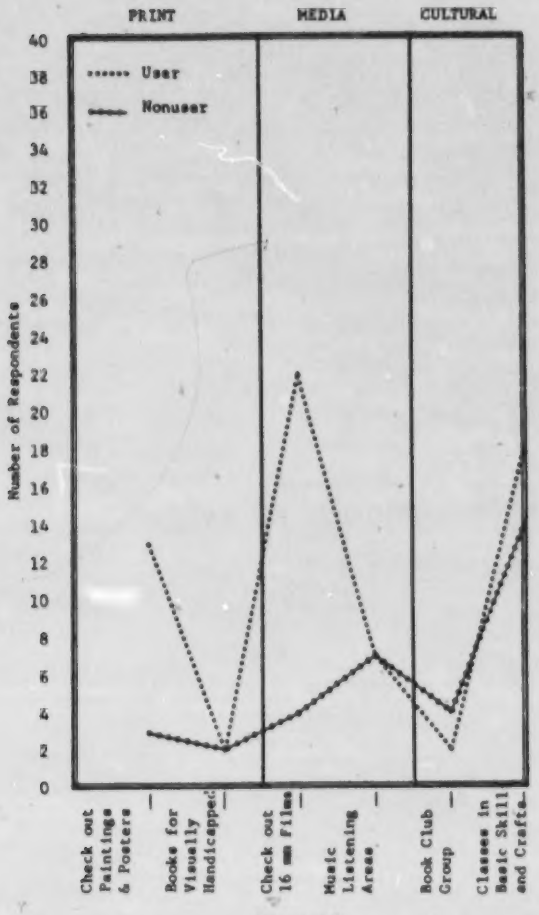

Figure 17

Services Respondent Indicated He would Use. These Services are not Available at the Library

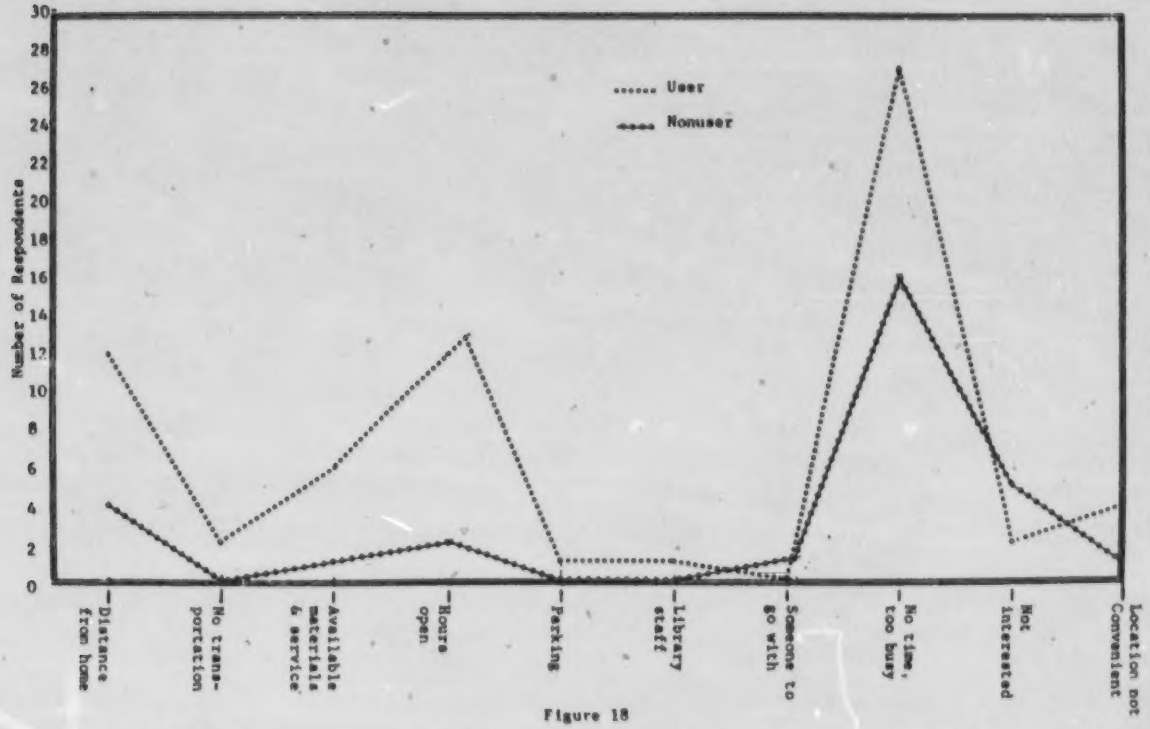

Figure 18

Factors That Kept Respondents from Using the Library or Using it More than They Did at That Time

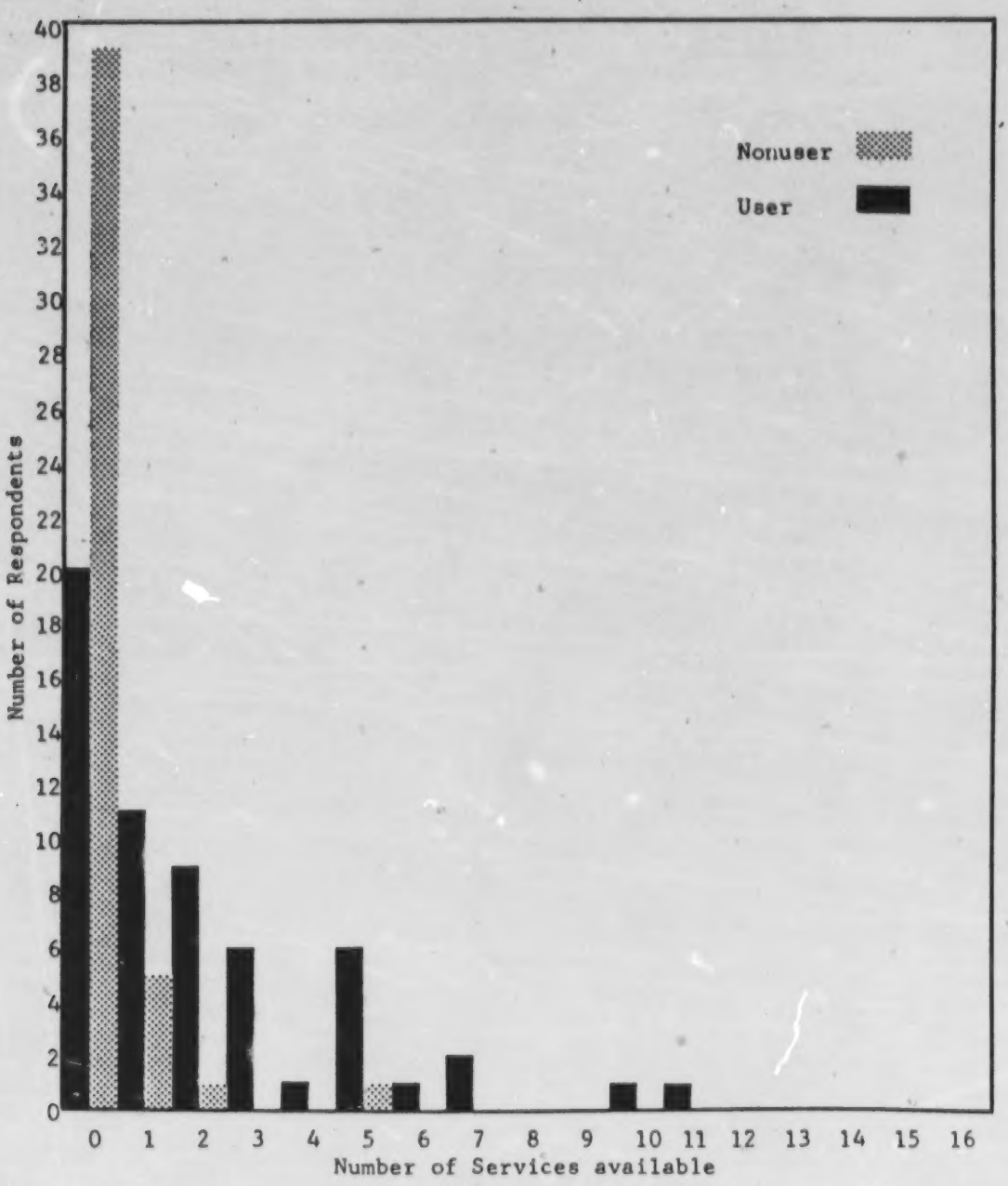

Figure 19

Current Use of Services Available at
the Davis County Library

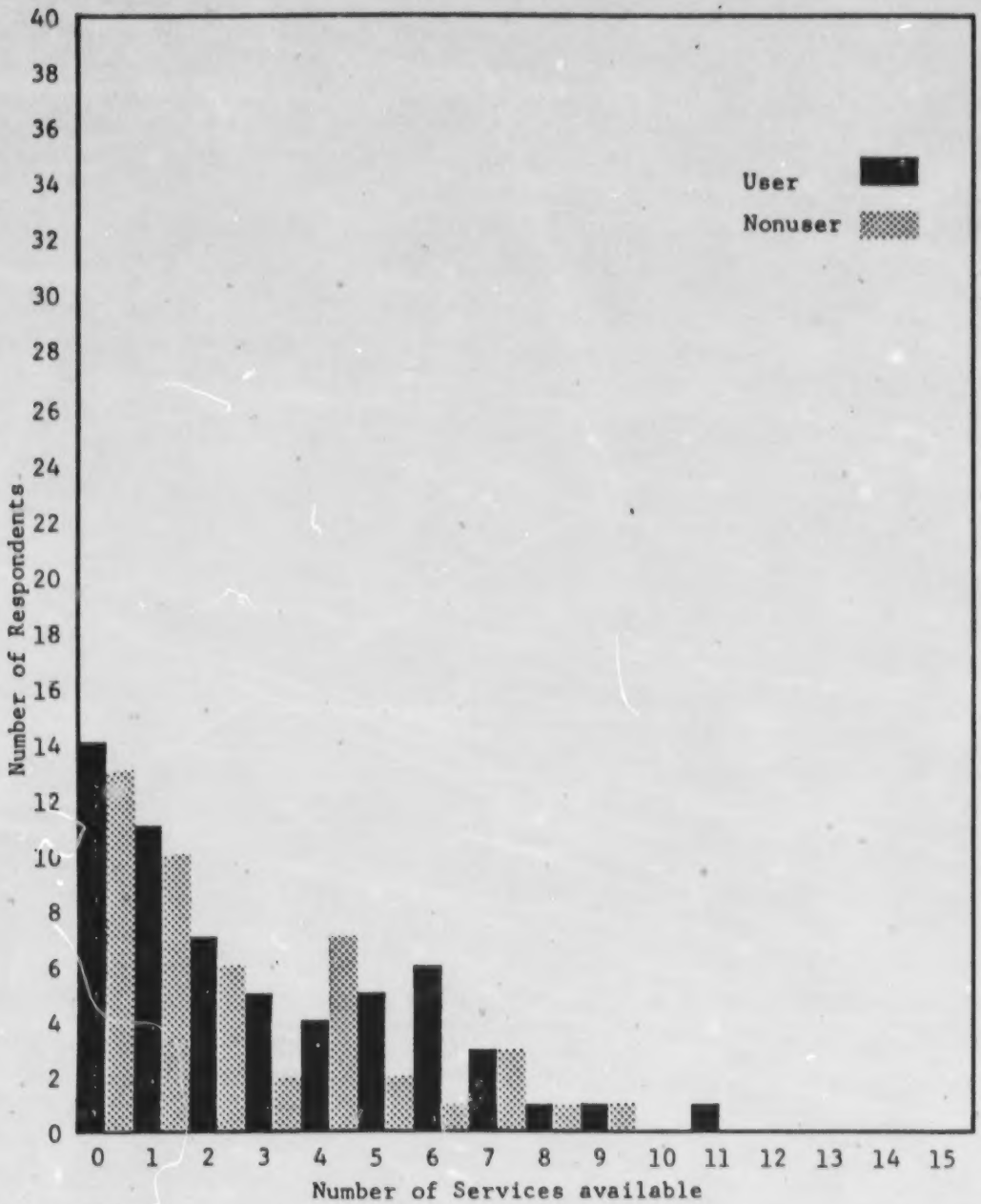

Figure 20

Number of Services the Respondent Would Use That the Library Already Has

Chapter 6

SOURCES THAT INFORMED RESPONDENTS ABOUT CURRENT EVENTS IN THE COUNTY

Sources of Information

The newspaper is the source by which most of the respondents became aware. The Salt Lake Tribune, Deseret News, and Ogden Standard Examiner (in that order) were the newspapers most widely read as indicated by the respondents.

Newspaper. The greatest percent (77 percent) of the respondents read a newspaper regularly. Only 2 percent indicated that they never read a newspaper. Eighty-nine percent of the respondents indicated that they became aware of current events and happenings in the community by reading the newspaper. (See Table 9, 10, and 11 for further illustration).

Radio. Ninty percent of the respondents listened to the radio but only 61 percent became aware of current events and happenings from the radio. (See Table 9, 11, and 12 for further illustration).

TV. All respondents indicated that some TV was watched. Seventy-six percent of the respondents indicated that they became aware of current events and happenings from the TV. (See Table 9 and 14 for further illustration).

Sources of Information for Library Awareness

Only 22 percent of the respondents became aware of what was happening at the library from the sources of information that generated awareness. The user became aware from three main sources: newspaper (14 percent), word of mouth (9 percent), and flyer or brochure (7 percent). The nonuser became aware mainly from the newspaper (17 percent), with only 4 percent from word of mouth and 2 percent from the flyer or brochure. (See Table 15 and 16 for further illustration).

Table 9

Sources from Which Respondents Became Aware of Happenings and Current Events in the Community

	User		Nonuser		Total Respondents	
	#	%	#	%	#	%
Newspaper	54	93	39	85	93	89
Flyer	32	55	17	37	49	47
Word of Mouth	38	66	22	48	60	57
Church Bulletin	29	50	13	28	42	40
TV	42	72	38	82	80	76
Radio	39	67	25	54	64	61
Other	2	3	1	2	3	3

Table 10

Frequency of Reading Newspaper

Item	User		Nonuser		Total Respondents	
	#	%	#	%	#	%
Regularly	44	76	36	78	80	77
Frequently	10	17	4	9	14	13
Seldom	3	5	5	11	8	8
Never	1	2	1	2	2	2

Table 11

Newspapers Read

Item	User		Nonuser		Total Respondents	
	#	%	#	%	#	%
Deseret News	21	36	14	30	35	34
Salt Lake Tribune	23	40	21	46	44	42
Davis Clipper	13	22	13	28	26	25
Davis Reflex	1	2	1	2	2	2
Davis Journal	2	3	5	11	7	7
Clearfield Courrier	3	5	1	2	4	4
Ogden Standard Examiner	24	41	13	28	37	35
Other	1	2	1	2	2	2

Table 12

Listen to Radio

Item	User		Nonuser		Total Respondents	
	#	%	#	%	#	%
Yes	53	91	41	89	94	90
No	5	9	5	11	10	10

Table 13

Radio Stations Listened to

Item	User		Nonuser		Total Respondents	
	#	%	#	%	#	%
KSL	31	53	19	41	50	48
KWHO	3	5	2	4	5	5
KLUB	18	31	21	46	39	37
KSOP	14	24	4	9	18	17
KRSP	4	7	4	8	8	8
KALL	9	16	5	11	14	13
KCPX	8	14	3	7	11	10
KLO	2	3	1	2	3	3
Other	10	17	8	17	18	17

Table 14

Hours of TV Watched Weekly

Item	User		Nonuser		Total Respondents	
	#	%	#	%	#	%
0 - 5	18	31	12	26	30	29
6 - 10	18	31	8	17	26	25
11 - 15	7	12	10	22	17	16
16 - 20	3	5	3	7	6	6
Over 20	12	21	13	28	25	24

Table 15

Awareness of Davis County Library
From Information Sources

Item	User		Nonuser		Total Respondents	
	#	%	#	%	#	%
Yes	15	26	8	17	23	22
No	43	74	38	83	81	78

Table 16

Information Sources

Item	User		Nonuser		Total Respondents	
	#	%	#	%	#	%
Newspaper	8	14	8	17	16	15
Flyer	4	7	1	2	5	5
Word of Mouth	5	9	2	4	7	6
Church Bulletin	0	0	0	0	0	0
TV	1	2	0	0	1	2
Radio	1	2	0	0	1	2
Other	0	0	0	0	0	0

Chapter 7

PROBABLE RELATIONSHIP OF PERCEPTION TO LIBRARY USE

T-test

For the purpose of this study, a t-test was used to compare users and nonusers to see whether they differed significantly regarding their indicated use of services of a library. These services were (1) print, (2) media, and (3) cultural. The significance level was established at .250.

With regard to indicated use of print services, the value of .416 indicated that significant differences in use of the library by users and nonusers had not been demonstrated. There was not a significant difference in the indicated use of cultural services either, as shown by the value of .632. There was a significant difference in the users and nonusers indicated use of media services as shown by a value of .067. (See Table 17 for further illustration).

Inferrential Probability

The degree to which selected characteristics of the respondents could be inferred to the total population of Davis County was determined. A mathematical test was administered by the researcher at the 95 percent confidence level. The formula for this was:

$$\% \pm 1.96 \sqrt{\frac{\% \ (1 - \%)}{\text{number of respondents}}}$$

Interpretation of this formula is shown in Appendix F.

Through the use of this formula the following statements in regards to the population of Davis County can be made at a 95 percent level of surity.

1. Between 57-75 percent of the library users used from one to eleven of the services which the Davis County Library had available.

2. Between 62-80 percent of the residents of Davis County would have utilized between one to eleven of the services of the Davis County Library if they had been aware of the existance of those services.

3. Of those services that were not available at the library, between 23-39 percent of the county residents would have checked out 16mm films, between 22-40 percent would have attended classes in basic skills and crafts, and between 8-22 percent would have checked out paintings and posters if these services would have been available.

4. Davis County resident's reasons for not using the library or for not using it more than they did was between 36-50 percent because they had no time or were too busy, between 8-22 percent because of the distance they lived from the library, and between 6-19 percent because of the hours the library was open.

5. Between 30-57 percent of the Davis County Library users were dissatisfied with the library because materials they wanted were not available.

6. The purpose for which the library was used by Davis County residents was between 45-65 percent for personal interest and between 4-16 percent for job related reasons. (See Table 18 for further illustration).

Table 17

Subprogram T-test Table
A Comparison by User and Nonuser of the Library and Use of
(1) Print, (2) Media, and (3) Cultural Services

GROUP 1 - VAR158 EQ 0. Nonuser
GROUP 2 - VAR158 EQ 1. User

VARIABLE	NUMBER OF CASES	MEAN	STANDARD DEVIATION	STANDARD ERROR	F VALUE	2-TAIL PROB.	POOLED VARIANCE ESTIMATE T VALUE	DEGREES OF FREEDOM	2-TAIL PROB.	SEPARATE VARIANCE ESTIMATE T VALUE	DEGREES OF FREEDOM	2-TAIL PROB.
VAR155 WOULD USE PRINT												
GROUP 1	46	1.0870	1.363	0.201	1.71	0.087	-0.84	81	0.402	-0.82	66.08	0.416
GROUP 2	37	1.3784	[illegible]	0.293								
VAR156 WOULD USE MEDIA												
GROUP 1	46	0.5435	0.721	0.106	2.07	0.021	-1.94	81	0.056	-1.87	61.94	0.067
GROUP 2	37	0.9189	1.038	0.171								
VAR157 WOULD USE CULTURAL												
GROUP 1	46	0.7174	0.958	0.141	1.34	0.369	0.48	81	0.632	0.49	80.55	0.627
GROUP 2	37	0.6216	0.828	0.136								

Table 18

Inferences Possible from the Sample Taken
To the Total Population
of Davis County

Item	Number of respondents	Percentage of respondents	*Percentage of Inferrential range	
			−	+
Number of users who utilized from one to eleven services of the library	38	66	57	75
Number of users and nonusers who would utilize from one to eleven services if available	77	71	62	80
Users and nonusers				
Would check out films	26	25	23	39
Would attend classes in basic skills and crafts	32	31	22	40
Would check out paintings and posters	16	15	8	22
Factors affecting library use				
No time, too busy	43	41	36	50
Distance from the library	16	15	8	22
Hours library was open	14	13	6	19
Users dissatisfaction with the library because of materials not available	7	12	30	57
Purpose for library use				
Personal interest	32	55	45	65
Job related	6	10	4	16

*These figures can be interpreted to read as follows: There is a surity of 95 percent that the number of users that use from one to eleven services of the library was from 57-75 percent.

Chapter 8

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Restatement of the Problem

Among Davis County residents, what is the relationship between awareness of the Davis County Public Library System and use and nonuse of it? Further, from what sources did residents become aware of the services and facilities of the Library?

Procedures

A survey of adult residents of Davis County was conducted to provide information regarding the use and awareness of the user and nonuser of libraries.

A sample size of 100 was determined to provide a confidence level of 90 percent and a reliability interval of $\pm$ 10 percent. Respondents were chosen by a random sample technique. Respondents were interviewed over the telephone by the researcher.

The data were tabulated by computer using the SPSS program. Frequencies, t-test, and crosstabs subprograms were generated. A statistical test was applied by the researcher to determine the degree to which selected data could be inferred to the total population of Davis County.

Summary and Conclusions

Incidence of library usage. Fifty-eight (56 percent) respond-

ents of the sample interviewed reported that they had used the library within the last year. Of this fifty-eight only thirty-five (34 percent) reported that they had used the Davis County Library.

The library user. The library user tended to be between the ages of twenty-five and forty. They had a better than average education. Only about half of the users were employed. Of those employed a substantial number were in the professional and management catagory. The majority of users lived five miles or more from the library.

The library nonuser. The library nonuser tended to be between the ages of forty-one and fifty-five. They tended to be less educated than the user. Only about half of the nonusers were employed. Of those employed a substantial number were in the management and clerical catagories. The majority of the nonusers lived five miles or more from the library.

Library use distribution. The same percent of users said they used or would have used the North Branch Library as the South Branch Library. However, 31 percent of the Davis County Library users were using South Branch and only 21 percent of the Davis County Library users were using the North Branch.

Users and nonusers perception of the library. There was no difference between the user and nonuser in the perception of the library's print and cultural services. There was, however, a significant difference between the users and nonusers perception of the library as a media center. A t-test was used to measure this significance at the .250 level. Perception was defined by the indicated use

and nonuse of listed services that were provided by many libraries.

With this information the null hypothesis that there is no significant difference in the concept of the library by the user and the nonuser can only be rejected in part.

Relationship between perception and possible use. There was statistical evidence that increased awareness of the Davis County Library System and the services it had available would have increased the use of it. A statistical test was used to determine the degree to which this awareness could be inferred to the total population of Davis County. Awareness was used as a broad term to refer to the probable perception and understanding that residents of Davis County had of a library and its function and purpose.

The second null hypothesis stated in this study was rejected. There is a surity of 95 percent that between 62-80 percent of the residents of Davis County would have utilized between one to eleven of the services of the Davis County Library if they had been aware of the existence of these services.

Current patterns of library use. The library user primarily used the library for book borrowing. If the user had known about all the services that the library had available, his use of the print would have increased 12 percent. With that same awareness, increased use of media would have been 29 percent and increased cultural use would have been 55 percent. The nonuser would have utilized approximately 50 percent of the print, media, and cultural services had he known that they were available.

There is also indication that increased awareness of the

services that were available would have increased the total number of services that would have been utilized by any one respondent.

Sources that informed respondents about current events in the county. The newspaper was the medium that informed the greatest number of respondents about current events and happenings in the community and in the library. The user was also made aware of library happenings by word of mouth and by flyers.

Observations and Recommendations

The results of the study do indicate that both the user and the nonuser would use more services available at the library if they were aware of them. The educator, Curtis D. Mac Dougall, Professor of Journalism, Medhill School of Journalism, Northwestern University, proposed the theory that public relations should be planned and promoted. He stated:

> Certain it is that to be heard today one must shout . . . . The voice which wants to be heard must speak up for itself: it no longer is possible to rely on others to find you out and present your point of view for you.[1]

Doms proposed that information needs to be available about the library patron and the potential library patron before goals are set.[2]

In the field of Public Relations, planning is considered by Scott Cutlip and Allan Center to be of great importance, second only to fact-finding.

Planning is based on adequate fact-finding and the common-

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[1]Curtis D. Mac Dougall, "A Working Concept of Public Relations," Library Trends, 7 (October, 1958), 239-40.

[2]Doms, p. 931.

sense idea that people ought to know where they are going if they are trying to get somewhere.

> Planning requires a searching look backward, a deep look inside, a wide look around, and a long, long, look ahead.[3]

Effective Public Relations, by Cutlip and Center is considered by many to be the basic book in the field of public relations and many who write about public relations quote this work. Cutlip and Center support many of their statements with research studies and other bibliographic references.

This survey has made available the information about the user and nonuser. It has supplied the basic facts of the awareness of the user and the nonuser. The sources from which the respondents became aware of current events have been identified.

Based on these observations it is recommended that more public relations programs be researched, planned and implemented to inform the residents of Davis County of the services available at the Davis County Library.

It is also recommended that 16mm film loan, classes in basic skills and crafts, and painting and poster loan be considered for future services of the Davis County Library.

It is further recommended that the profile of the user and the nonuser be used as a tool in evaluating the policies and purpose of the library, especially in the areas of selection of library materials and cultural program planning.

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[3]Scott M. Cutlip and Allen H. Center, Effective Public Relations (Englewood Cliffs, New Jersey: Prentice Hall, 1964), p. 128.

Suggested Additional Research

Several unanswered questions were raised in the process of this study. It is recommended that future research be done in two major areas: public relations and motivation of the user and nonuser.

Public Relations. What are effective public relations? What public relations studies have been conducted that relate to libraries?

Motivation of the user and nonuser of the library. With whom do libraries compete in the information field? What are the use, need, and interest patterns in the different subject areas of the library? Why do some people feel that they do not have time to use the library?

SOURCES CONSULTED

SOURCES CONSULTED

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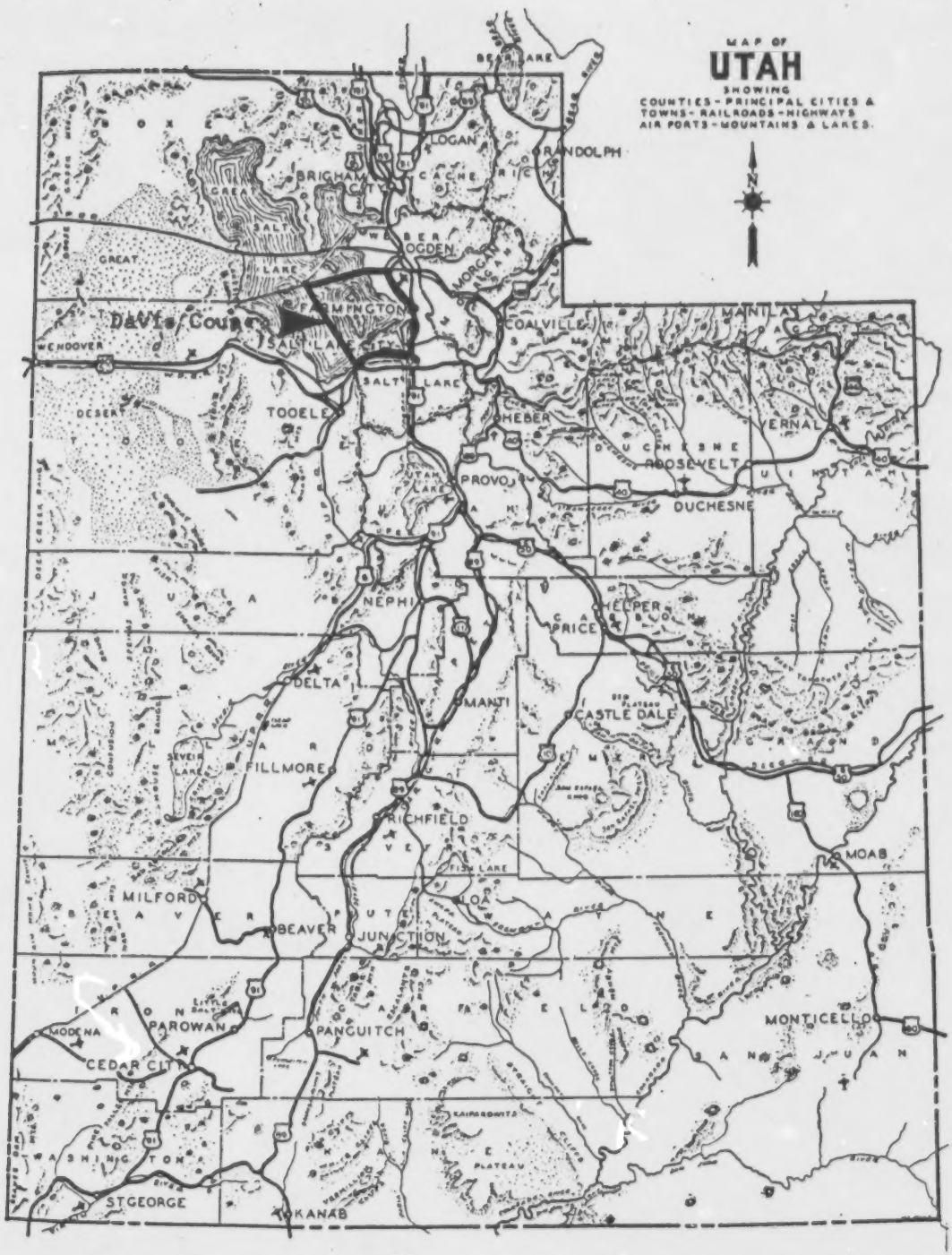
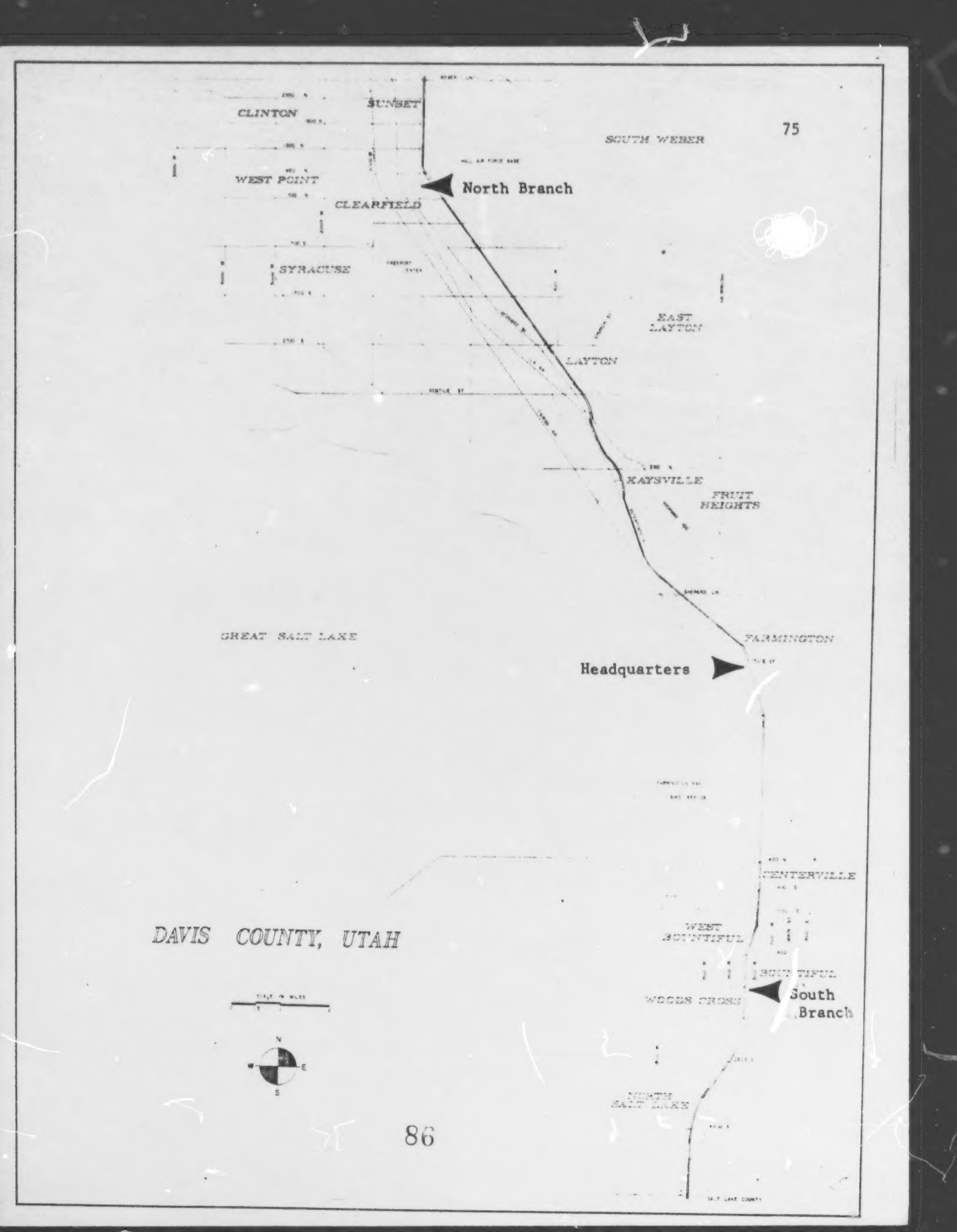
APPENDIX A

MAP OF UTAH AND
DAVIS COUNTY


MAP OF
UTAH
SHOWING
COUNTIES - PRINCIPAL CITIES & TOWNS - RAILROADS - HIGHWAYS
AIR PORTS - MOUNTAINS & LAKES.
N
BEAR LAKE
LOGAN
RANDOLPH
BRIGHAM CITY
CACHE
GREAT SALT LAKE
OGDEN
MORGAN
DAVIS COUNTY
FARMINGTON
SALT LAKE CITY
WENDOVER
COALVILLE
MANILA
DESERT
TOOELE
HEBER
VERNAL
UTAH LAKE
PROVO
ROOSEVELT
DUCHESNE
NEPHI
HELPER
PRICE
DELTA
MANTI
CASTLE DALE
FILLMORE
SEVIER LAKE
RICHFIELD
MOAB
MILFORD
BEAVER
JUNCTION
PAROWAN
PANGUITCH
MONTICELLO
MODENA
CEDAR CITY
KAIPAROWITS
PLATEAU
ST GEORGE
KANAB


CLINTON
SUNSET
SOUTH WEBER
75
WEST POINT
North Branch
CLEARFIELD
SYRACUSE
EAST LAYTON
LAYTON
KAYSVILLE
FRUIT HEIGHTS
GREAT SALT LAKE
FARMINGTON
Headquarters
CENTERVILLE
DAVIS COUNTY, UTAH
WEST BOUNTIFUL
WOODS CROSS
South Branch
N
W
E
S

APPENDIX B

FORMULA FOR RANDOMIZATION
CORRELATION OF NAME
EXTRACTION

The following formula was used to extract the names from the telephone book. The following background information will make the procedure more clearly understood.

1. The average number of names on each page in the telephone book was 158.

2. There were two numbers that had to be calculated: the number of the page to be used in the phone book and the number to count down to determine which name on the page to withdraw.

3. The random number of 210 will be used to illustrate the formula.

Formula for Determining the Page Number

The random number divided by the average number of names on the page plus one equals the phone book page number to turn to.

210 ÷ 158 = 1.33 + 1 = page 2

Formula for Determining the Name on The Page to Use

The random number divided by the average number of names on the page minus the amount in front of the decimal times the average number of names on the page.

210 ÷ 158 = 1.33

1.33 - 1 = .33

.33 x 158 = 52.14 = name 52 on the page

Thus, for random number 210, you go to page two and use the fifty-second name on the page.

APPENDIX C

THE QUESTIONS ASKED

THE QUESTIONNAIRE

The questions asked were written in the language that the researcher used when talking to the respondent on the telephone. For purposes of clarification additional information explaining how the questionnaire was administered is given in parenthesis.

List A, B and C that are referred to in some of the questions were sent to the respondent with the introductory letter. See Appendix B.

THE QUESTIONS ASKED

This is Sarah Beth Galloway from the Davis County Library. We sent you a letter saying we would be calling you. Do you have the list handy that we sent?

1. Please look at List A and tell me how many of the items listed are sources from which you find out about current events and happenings in the community.

_____Newspaper
_____Flyer-brochure
_____Word of mouth
_____Church bulletin
_____TV
_____Radio
_____Other

2. Looking at List A again - do you ever learn what's going on at the Davis County Library from any of these sources?

_____yes
_____no

3. Which ones?

_____Newspaper
_____Flyer
_____Mouth
_____Church
_____TV
_____Radio
_____Other

4. To the best of your memory, when did you last use, if ever, the services of the Davis County Library?

_____One month
_____Three months
_____Six months
_____One year
_____Longer than one year
_____Never

5. Are there any members of your family that use the library?

_____Spouse (wife or husband)
Children
_____1 - 11
_____12 - 18
_____Over 18
_____Other

6. Do you use any other libraries?

_____Church
_____School
_____Public
_____College or University
_____Genealogical
_____Special Collections
_____Other
_____None

(If the respondent had indicated in question 4 that he had never used the library he was asked which public library in the county system he would use, if he were to use the library.

If the respondent had indicated in question 4 that he had used the library he was asked which public library in the county system he did use.)

7. Which Public Library in the county system (do you use) (would you use)?

_____Headquarters
_____North Branch
_____South Branch

(If the respondent had said it had been longer than a year since he had used the library questions 8, 9, 10, and 11 were skipped and he was asked question 12 next.

The respondent who indicated he had used the library at least within the last year was asked all the questions that follow except number 11.)

8. In general, when you use the library are you completely satisfied, partially satisfied, or not satisfied at all?

_____Completely
_____Partially satisfied
_____Not satisfied at all

9. Would you tell me what you were dissatisfied with?

_____Books wanted were checked out
_____Materials not available
_____Couldn't locate material
_____Material too elementary
_____Material out of date
_____Parking space unsuitable
_____Too crowded
_____Too noisy
_____Confusing arrangement
_____Staff not willing to help or were unfriendly
_____Staff too slow
_____Staff did not know enough to help
_____Inconvenient hours
_____Other

10. Do you use the library for . . . . (name the choices)?

_____Personal interest
_____Job
_____School
_____Club
_____Another person
_____Other

List B is a list of services provided by many libraries, the Davis County Library only has part of those listed.

11. I would like you to read down that list and tell me two things - first, which of those listed have you used, and second, which would you use if it was available at the library?

12. I would like you to read down that list and tell me if there are any services listed there that you might use if it was available at the library.

_____Checking out books
_____Checking out phonograph records
_____Checking out filmstrips
_____Checking out 16 mm films
_____Checking out paintings and posters
_____Books for visually and physically handicapped
_____Magazine/newspaper collections
_____Music listening areas
_____Storytime periods for children
_____Reference or research service
_____Book club groups
_____Interlibrary loan service
_____Evening programs (movies,. lectures etc.)
_____Art exhibits
_____Public meeting rooms
_____Copying equipment
_____To relax, browse, comtemplate, etc.
_____To use as a place of study
_____Answer questions over the telephone
_____Classes in basic skills and crafts
_____Business and trade information (Wall Street Journal/Dunn & Bradstreet, etc.)
_____Other

(If the respondent had indicated in question 4 that he had never used the library he was asked which of those things in List C kept him from using the library.

If the respondent had indicated in question 4 that he had used the library he was asked which of those things in List C kept him from using the library more than he did at the present time.)

13. Please look at List C - do any of these things keep you from . . . (using the library) (using the library more than you do at the present time)?

_____Distance away from your home
_____Transportation
_____Available materials and service
_____Hours open
_____Parking
_____Library staff
_____Someone to go with
_____No time - too busy
_____Not interested
_____Location not convenient
_____Other

14. Do you consider yourself a library user?

_____Yes
_____No

15. Can you tell me how a public library is funded; that is, who provides the money to operate it?

_____General taxes
_____City taxes
_____State taxes
_____County taxes
_____Federal taxes
_____Donations
_____Don't know
_____Other

16. Do you generally read a newspaper? How often?

_____Regularly
_____Frequently
_____Seldom
_____Never

17. Which newspaper(s) do you read?

_____Deseret News
_____Salt Lake Tribune
_____Davis County Clipper
_____Davis County Reflex
_____Davis Journal
_____Clearfield Courrier
_____Ogden Standard Examiner
_____Other

18. Do you listen to the radio?

_____Yes
_____No

19. What stations do you listen to?

_____KSL
_____KWHO
_____KLUB
_____KSOP
_____KRSP
_____KALL
_____KCPX
_____KLO
_____Other

20. Approximately how many hours a week do you watch TV?

_____0 - 5
_____6 - 10
_____11 - 15
_____16 - 20
_____Over 20

21. Have you ever received a flyer in the mail about Davis County Library programs?

_____Yes
_____No

22. [illegible]

_____Male
_____Female

23. Which age category do you fit into?

_____14 - 24
_____25 - 40
_____41 - 55
_____56 - 70
_____71 or over

24. Are you employed?

_____Yes
_____No
_____Retired

25. What type of employment do you have?

_____Professional
_____Manager, administrator or self-employed
_____Sales worker
_____Clerical
_____Craftsman or mechanic
_____Manufacturing
_____Construction, freight - stock
_____terial handlers
_____Service worker (food, cleaning, etc.)
_____Other

26. What is the highest level of education you have completed?

_____Grades 1 - 8
_____High school 1 - 3 years
_____High school 4 years
_____College 1 - 3 years
_____College 4 years or more
_____Other

27. How long have you lived in Davis County?

_____Less than 1 year
_____At least 1 but less than 2
_____At least 2 but less than 5
_____5 years or longer

28. As close as you can estimate how far is your home from the Davis County Library?

_____Within less than ½ mile
_____At least ½ mile but less than 1 mile
_____At least 1 but less than 2 miles
_____At least 2 but less then 5 miles
_____5 miles or more
_____Don't know

29. [illegible]

_____Yes
_____No

I appreciate you taking the time to answer these questions for me. Thank you - Goodbye.

The following questions were generated for use with the computer in compiling the statistics in viable form.

30. Any other library use (a compilation of question 6).

31. Davis County Library use (choices 1-4 = user) (choices 5-6 = nonuser).

32. Combinations of library use.

33. Library services respondent used that were available at the library.

34. Library services respondent indicated he would use if they had been available. These services were available at the library.

35. Library services respondent indicated he would use if they were available at the library. The library did not have those services.

36. Use of print - compiled from question 12.

37. Use of media - compiled from question 12.

38. Use of cultural - compiled from question 12.

39. Would use print if available - compiled from question 12.

40. Would use media if available - compiled from question 12.

41. Would use ultural if available - compiled from question 12.

APPENDIX D

LIST MAILED WITH QUESTIONNAIRE

A

1. Newspaper
2. Brochures/flyers or advertisements that come in the mail
3. Word of mouth friend/relative, etc.
4. Church bulletin board or newsletter
5. T V
6. Radio
7. Other

B

1. Checking out books
2. Checking out phonograph records
3. Checking out filmstrips
4. Checking out 16 mm films
5. Checking out paintings or posters
6. Books for visually and physically handicapped
7. Magazine/newspaper collections
8. Music listening areas
9. Storytime periods for children
10. Reference questions or research service
11. [illegible]
12. [illegible]
13. Evening programs (movies, lectures, etc.)
14. Art exhibits
15. Public meeting rooms
16. Copying equipment
17. To relax, browse, contemplate, etc.
18. To use as a place of study
19. Answer questions over the telephone
20. Classes in basic skills and crafts
21. Business and trade information (Wall Street Journal/ Dunn & Bradstreet, etc.)
22. Other

C

1. Distance away from your home
2. Transportation
3. Available materials and service
4. Hours open
5. Parking
6. Library staff
7. Someone to go with
8. No time - too busy
9. Not interested
10. Location not convenient
11. Other

APPENDIX E

INTRODUCTORY LETTER

Davis County Library

Ms. Jeanne Layton
Director of Libraries

38 SOUTH 100 EAST
FARMINGTON, UTAH 84025

Telephones
(801) 867-2322
(801) 773-6560
(301) 355-1902

October 24, 1977

(Name of respondent was typed here)

The Davis County Library is taking a survey of Davis County Residents regarding library services. Your name has been selected at random to answer a few questions. You will be contacted by telephone within the next two weeks.

It is important that the enclosed information related to [redacted]

Sincerely,

Sarah Beth Galloway

Sarah Beth Galloway
Coordinator, Public Services

SBG:ss
Enclosure

APPENDIX F

FORMULA FOR INFERRENTIAL [illegible]

FORMULA FOR INFERRENTIAL STATISTICAL TEST

The Formula

$$\% \pm 1.96 \sqrt{\frac{\% (1 - \%)}{\text{Number of respondents}}}$$

Interpretation of the Formula

To show how this formula was computed we will use 66 percent. The number of respondents was 104.

Step 1. $\frac{\% (1 - \%)}{\text{Number of respondents}} = \frac{.66 (1 - .66)}{104} =$

$$\frac{.2244}{104} = .0021576$$

Step 2. $\sqrt{.0021576} = .0464$

Step 3. $1.96 \times .0464 = .090944$

Step 4. $\% \pm \times .090944 = .66 + .090944 = .75$

$.66 - .090944 = .57$

Conclusion

You are 95 percent sure that your item tested can be inferred to the total population to the surity of 57-75 percent.

APPENDIX G

FREQUENCIES GENERATED FOR THE QUESTIONNAIRE

THE QUESTIONS ASKED

This is Sarah Beth Galloway from the Davis County Library. We sent you a letter saying we would be calling you. Do you have the list handy that we sent?

1. Please look at List A and tell me how many of the items listed are sources from which you find out about current events and happenings in the community.

_____Newspaper	93	89.4%
_____Flyer-brocher	49	47.1%
_____Word of mouth	60	57.7%
_____Church bulletin	42	40.4%
_____TV	80	76.9%
_____Radio	64	61.5%
_____Other	3	

2. Looking at List A again - do you ever learn what's going on at the Davis County Library from any of these sources?

_____yes	23	22.1%
_____no		

3. Which ones?

_____Newspaper	16	15.4%
_____Flyer	5	4.8%
_____Mouth	7	6.7%
_____Church	0	
_____TV	1	1.0%
_____Radio	1	1.0%
_____Other	0	

4. To the best of your memory, when did you last use, if ever, the services of the Davis County Library?

_____One month	10	9.6%
_____Three months	3	2.9%
_____Six months	15	14.4%
_____One year	7	6.7%
_____Longer than one year	32	30.8%
_____Never	37	35.6%

5. Are there any members of your family that use the library?

_____Spouse (wife or husband)	20	19.2%
Children		
_____1 - 11	16	15.4%
_____12 - 18	21	20.2%
_____Over 18	7	6.7%
_____Other	3	2.9%

6. Do you use any other libraries?

_____Church	5	4.8%
_____School	6	5.8%
_____Public	14	13.5%
_____College or University	7	6.7%
_____Genealogical	6	5.8%
_____Special Collections	1	1.0%
_____Other	17	16.3%
_____None	60	57.7%

(If the respondent had indicated in question 4 that he had never used the library he was asked which public library in the county system he would use.

If the respondent had indicated in question 4 that he had used the library he was asked which public library in the county system he did use.)

7. Which Public Library in the county system (do you use) (would you use)?

_____Headquarters	18	17.3%
_____North Branch	38	36.5%
_____South Branch	46	46.2%

(If the respondent had said it had been longer than a year since he had used the library questions 8, 9, 10, and 11 were skipped and he was asked question 12 next.

The respondent who indicated he had used the library at least within the last year was asked all the questions that follow except number 11.)

*8. In general, when you use the library are you completely satisfied, partially satisfied, or not satisfied at all?

_____Completely	20	19.2%
_____Partially satisfied	13	12.5%
_____Not satisfied at all	1	1.0%

*9. Would you tell me what you were dissatisfied with?

_____Books wanted were checked out	1	2.9%
_____Materials not available	7	2.0%
_____Couldn't locate material	1	2.9%
_____Material too elementary	1	2.9%
_____Material out of date	1	2.9%
_____Parking space unsuitable	1	2.9%
_____Too crowded	0	
_____Too noisy	1	2.9%
_____Confusing arrangement	0	
_____Staff not willing to help or were unfriendly	1	2.9%
_____Staff too slow	1	2.9%
_____Staff did not know enough to help	0	
_____Inconvenient hours	0	
_____Other	2	5.7%

*10. Do you use the library for . . . . (name the choices)?

_____Personal interest	32	91.4%
_____Job	6	17.1%
_____School	1	2.9%
_____Club	1	2.9%
_____Another person	0	
_____Other	7	20.0%

List B is a list of services provided by many libraries, the Davis County Library only has part of those listed.

11. I would like you to read down that list and tell me two things - first, which of those listed have you used, and second, which would you use if it was available at the library?

12. I would like you to read down that list and tell me if there are any services listed there that you might use if it was available at the library.

	USE		WOULD USE	
_____Checking out books	39	37.5%	16	15.4%
_____Checking out phonograph records	6	5.8%	18	17.3%
_____Checking out filmstrips	5	4.8%	30	28.8%
_____Checking out 16 mm films	0		26	25.0%
_____Checking out paintings and posters	0		16	15.4%
_____Books for visually and physically handicapped	0		4	3.8%
_____Magazine/newspaper collections	13	12.5%	19	18.3%
_____Music listening areas	0		14	13.5%
_____Storytime periods for children	3	2.9%	17	16.3%
_____Reference or research service	10	9.6%	25	24.0%
_____Book club groups	0		6	5.8%
_____Interlibrary loan service	2	1.9%	12	11.5%
_____Evening programs (movies, lectures etc.)	6	5.8%	25	24.0%
_____Art exhibits	3	2.9%	22	21.2%
_____Public meeting rooms	7	6.7%	6	5.8%
_____Copying quipment	13	12.5%	29	27.9%
_____To relax, browse, comtemplate, etc.	11	10.6%	11	10.6%
_____To use as a place of study	12	11.5%	12	11.5%
_____Answer questions over the telephone	2	1.9%	17	16.3%
_____Classes in basic skills and crafts	0		32	30.8%
_____Business and trade information (Wall Street Journal/Dunn & Bradstreet, etc.)	2	1.9%	13	12.5%
_____Other	1	1.0%	5	4.8%

(If the respondent had indicated in question 4 that he had never used the library he was asked which of those things in List C kept him from using the library.

If the respondent had indicated in question 4 that he had used the library he was asked which of those things in List C kept him from using the library more than he did at the present time.)

13. Please look at List C - do any of these things keep you from . . . (using the library) (using the library more than you do at the present time)?

_____Distance away from your home	16	15.4%
_____Transportation	2	1.9%
_____Available materials and service	7	6.7%
_____Hours open	14	13.5%
_____Parking	1	1.0%
_____Library staff	1	1.0%
_____Someone to go with	1	1.0%
_____No time - too busy	43	41.3%
_____Not interested	7	6.7%
_____Location not convenient	5	4.8%
_____Other	38	36.5%

14. Do you consider yourself a library user?

_____Yes	39	37.5%
_____No	65	62.5%

15. Can you tell me how a public library is funded; that is, who provides the money to operate it?

_____General taxes	25	24.0%
_____City taxes	6	5.8%
_____State taxes	5	4.8%
_____County taxes	29	27.9%
_____Federal taxes	2	1.9%
_____Donations	0	
_____Don't know		
_____Other		

16. Do you generally read a newspaper? How often?

_____Regularly	80	76.9%
_____Frequently	14	13.5%
_____Seldom	8	7.7%
_____Never	2	1.9%

17. Which newspaper(s) do you read?

_____Deseret News	35	33.7%
_____Salt Lake Tribune	44	42.3%
_____Davis County Clipper	26	25.0%
_____Davis County Reflex	2	1.9%
_____Davis Journal	7	6.7%
_____Clearfield Courrier	4	3.8%
_____Ogden Standard Examiner	37	35.6%
_____Other	2	1.9%

18. Do you listen to the radio?

_____Yes	94	90.4%
_____No	10	9.6%

19. What stations do you listen to?

_____KSL	50	48.1%
_____KWHO	5	4.8%
_____KLUB	39	37.5%
_____KSOP	18	17.3%
_____KRSP	8	7.7%
_____KALL	14	13.5%
_____KCPX	11	10.6%
_____KLO	3	2.9%
_____Other	18	17.3%

20. Approximately how many hours a week do you watch TV?

_____0 - 5	30	28.8%
_____6 - 10	26	25.0%
_____11 - 15	17	16.3%
_____16 - 20	6	5.8%
_____Over 20	25	24.0%

21. Have you ever received a flyer in the mail about Davis County Library programs?

_____Yes	21	20.2%
_____No	83	79.8%

22. Sex

_____Male	44	42.3%
_____Female	60	67.7%

23. Which age category do you fit into?

_____14 - 24	3	2.9%
_____25 - 40	40	38.5%
_____41 - 55	37	35.6%
_____56 - 70	19	18.3%
_____71 or over	5	4.8%

24. Are you employed?

_____Yes	52	50.0%
_____No	41	39.4%
_____Retired	11	10.6%

25. What type of employment do you have?

_____Professional	8	15.1%
_____Manager, administrator or self-employed	14	26.4%
_____Sales worker	3	5.7%
_____Clerical	8	15.1%
_____Craftsman or mechanic	6	11.3%
_____Manufacturing	1	1.9%
_____Construction, freight - stock material handlers	8	15.1%
_____Service worker (food, cleaning, etc.)	5	9.4%
_____Other	51	

26. What is the highest level of education you have completed?

_____Grades 1 - 8	3	2.9%
_____High school 1 - 3 years	7	6.7%
_____High school 4 years	34	32.7%
_____College 1 - 3 years	42	40.4%
_____College 4 years or more	17	16.3%
_____Other	1	1.0%

27. How long have you lived in Davis County?

_____Less than 1 year	0	
_____At least 1 but less than 2	1	1.0%
_____At least 2 but less than 5	12	11.5%
_____5 years or longer	91	87.5%

28. As close as you can estimate how far is your home from the Davis County Library?

_____Within less than ½ mile	9	8.7%
_____At least ½ mile but less than 1 mile	8	7.7%
_____At least 1 but less than 2 miles	21	20.2%
_____At least 2 but less then 5 miles	26	25.0%
_____5 miles or more	29	27.9%
_____Don't know	11	10.6%

29. One final question . . . do you have a Davis County Library Card?

_____Yes	26	25.0%
_____No	78	75.0%

I appreciate you taking the time to answer these question for me. Thank you - Goodbye.

* The adjusted frequencies for the Davis County Library User (35 respondents) was reported for these questions.